ARCH 19, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly New... of Radio

Broadcast Adve...

Detroit Public Library
Woodward & Kirby Avenues
Detroit, 2, Michigan

LIBRARY
MAR 20 1945
DEPARTMENT

TECHNOLOGY DEPT:

in December and January, more people listened to WOR during 80% more *periods of the day than listened to the next highest ranking major New York station.*

In fact, during 75% of the time between 8:00 A. M. and 6:00 P. M. every *WOR program stood either first or second in audience popularity.*

WOR *—that power-full station, at 1440 Broadway, in New York*

NOTE: The figures above are a satisfying reflection of that peculiar *vitality* which WOR's skilled showmen, who are also skilled salesmen, inject into *all* WOR programming. And, may we add . . . advertising time on WOR is remarkably reasonable in price, by every plain and fancy measure.

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

XUM

The VOICE of a FRIEND

Welcomed with Confidence in Midwest American Homes

Howard Black (upper right) has been a familiar voice since 1932, when he joined WLS as one of the Hoosier Sodbusters. Ted Morse (composite picture) in two of the characters beloved of the WLS audience — Otto and Little Genevieve. Ted, an ace trumpeter, too, joined WLS in 1931. Jennie Lou Carson (bottom) was one of the original Three Little Maids of WLS National Barn Dance fame way back in 1932. Now she's known as "Radio's Chin-up Girl".

WHEN Howard Black talks to Midwest America about your product: when Jennie Lou Carson sings her own ballads and chats with her listeners; when Ted Morse as "Otto" or "Little Genevieve" amuses children from 5 to 95—it's all on a *friendly* basis, because these folks *are* old friends of their audience. Ted Morse has been making fun for the WLS audience on the air and on the stage since 1931; Howard Black and Jennie Lou Carson have both been "One of the Family in Midwest America" since 1932. It is quite natural that people should listen a little more attentively—should *respond* a little more quickly to these air-neighbors than to strangers.

Practically all WLS personalities—newsmen, announcers, singers, comedians—are accepted as *friends*. So WLS itself becomes *The Voice of a Friend*. Friendship rests on mutal confidence. Confidence generates response. Response equals *results* for advertisers who use WLS—The Voice of a Friend in Midwest America.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7

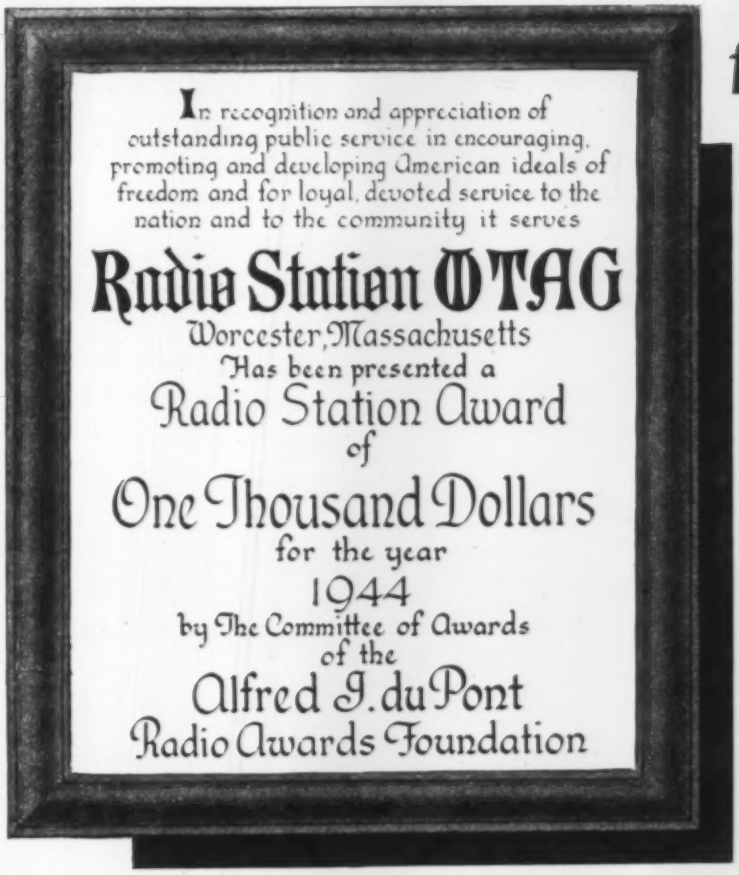
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

We are proud to receive the duPont Award for 1944


In recognition and appreciation of outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the community it serves
Radio Station WTAG
Worcester, Massachusetts
Has been presented a
Radio Station Award
of
One Thousand Dollars
for the year
1944
by The Committee of Awards
of the
Alfred I. duPont
Radio Awards Foundation

for . . . "outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal devoted service to the nation and to the community . . ."

WTAG WORCESTER, MASS.
BASIC CBS
Represented by RAYMER

d every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

THE WAR

WILLIAM S. PALEY, CBS president, on leave now as top man in OWI's Psychological Warfare Branch attached to SHAEF, may don an Army uniform. Officers returning from overseas report that he has been offered a commission—a colonelcy or brigadier generalship—to handle psychological warfare on the Eisenhower staff after Allied occupation of Germany. David Sarnoff, RCA president, it will be recalled, served his term overseas as an Army colonel, but became a brigadier general before assuming inactive status.

Lt. Col. Jack Harris, who has just returned from a three-month tour of Pacific theatre radio installations, is expected to set up a new Army radio public relations organization in San Francisco. The move is designed to step up broadcast activity there in concert with the accelerated action against Japan.

It has been reported reliably, by the way, that the War Dept. is calling in Pacific Theatre PRO's for briefing in the near future, anticipating increase in news breaks from that front. Radio looms big in coverage plans.

Nearly all Army hospitals and convalescent homes soon may be equipped with closed-circuit broadcast units. Some percentage of circuit traffic may be tailored to speed convalescence; much probably will be drawn from the air or from AFRS reservoirs. Some such stations have been operated with great success already.

THE GOVERNMENT

WHILE THE FCC is thinking in terms of merit promotions under the chairmanship of Paul A. Porter (Charlie Denny moves up to a Commissionership), it may have in mind also staff transfers to bolster its organization for the hectic days ahead.

Assuming that Asst. Gen. Counsel Rosel H. Hyde moves into the general counselship, it would not be a surprise to see Benedict P. (Benny) Cottone switched from the common carrier assistant general counselship to the Hyde post. Other promotions are indicated.

Engineers sitting in on a secret allocations session with the military last week were reported preparing to petition the Commission, Army and Navy to make the allocations record public. They say nothing was presented which would give aid to the enemy, but that much was said to substantiate RTPB recommendations that FM remain put and much to discredit K. A. Norton, the Army expert. Failing in this approach, they may appeal to Congress.

The battery of mikes facing President Roosevelt may be no more. The White House looks favorably upon a single mike to be tied onto all networks and stations which pick up Presidential broadcasts. There also may be a single mike for the newsreels.

The multi-mike pickup, while it pleases the networks and stations, is said to disturb uniformity of quality. This may revise plan of one

(Continued on page 86)

HEADLINES

March 19, 1945

Denny Nominated for Craven Post 15

Downs to Parachute Into Berlin__ 15

NBC Bans News Middle Plugs___ 16

Porter Hints Closer Program Check 17

Shift of FM Upward Seen_____ 18

(See complete index on page 6)

Late Bulletins

WHEELER'S SON IN KFPY?

JOHN WHEELER, Los Angeles attorney and eldest son of the Senator from Montana, long identified with legislative end of radio, may go into the broadcasting business. Sen. Wheeler said last Friday that his son was contemplating acquiring a one-third interest in KFPY Spokane CBS outlet, and that he probably would lend him some of the money.

Equal shareholders, it is reported, would be Ed Craney, operator of KGIR Butte and half-owner of KXL Portland, who purchased a one-third interest from Mrs. T. W. Symons; Mr. Wheeler, who would purchase another one-third interest from Mrs. Symons, and Saul Haas, president and principal stockholder. KIRO Seattle, who is said to have acquired remaining one-third from Arthur L. Bright, former vice-president and general manager.

Mr. Craney is close fiend and confidant of Sen. Wheeler and partner with Mrs. Symons in KXL. Transaction, which would be subject to FCC approval, is said to involve $450,000 for all of stock. [See earlier story BROADCASTING, Feb. 19.]

WPB TO CERTIFY DEFERMENTS

WAR PRODUCTION Board has been designnated as the certifying agency for the entire communications industry on deferment requests, including domestic and international broadcasting.

Under plan, domestic station is virtually classified as smaller war plant. Percentage of deferments for men under 30 will be granted under the certification plan in specified areas throughout the country. It is understood that this figure will be 30%. Possibility is, of course, that entire percentage will be absorbed in manufacturing plants, with radio getting none. On the other hand, it may be possible for each station to retain under deferment one man under 30 if his essentiality to the war effort can be sustained. Meanwhile, it is understood, reclassification of men in 30-33 age group is going forward.

CROSLEY SEEKS FM IN D.C.

CROSLEY Corp., licensee of WLW Cincinnati, has filed application for a new FM station in Washington, D. C., to operate on 45.5 mc with coverage of 10,800 sq. mi. Estimated cost: $175,000-$200,000.

Business Briefs

TWO SIGN FOR BASEBALL

P. LORILLARD Co., New York, and Gillet Safety Razor Corp., Boston—regular sponsors of baseball broadcasts—are set to return to the air with the coming season's games on ba New York and Chicago stations.

For fourth consecutive year Lorillard, fo Old Golds, has signed for the entire day an night schedule of the Brooklyn Dodgers o WHN New York. Agency: Lennen & Mitchel New York.

Gillette contract calls for sponsorship o WINS New York of all home games of th New York Yankees and Giants, with seas opening April 16. Agency: Maxon Inc., Ne York.

BASKET—BUT NO EGGS

M. LOUIS PRODUCTS, New York, is rea to go on a national spot campaign in 60- markets, provided sufficient plastic materi can be obtained for the egg-shaped contain for Egg-Nogg Shampoo. Agency: Hirsho Garfield, New York.

'SWEETHEART TIME'

GUM LABS. new Mutual show for Ivory Gum made its debut Sunday as *Sweethea Time*, winning title suggested by Bill Jueng radio editor of the *Brooklyn Eagle*.

HOPE SPRINGS ETERNAL

BOB HOPE still is favorite program of Ame ican listeners, with *Fibber McGee & Mol* second and *Lux Radio Theatre* third, accordi to the Hooper evening network rating repo for March 15. Average evening audience ra ing: 10, down one-half point from last repo Average evening sets in use: 31.6, down 1. Average evening available audience, 79.3; dow 8.9. Other toppers, in order of rating, follo ing first three: Bing Crosby, Walter Winch Joan Davis and Jack Haley, Screen Guild Pla ers, Charlie McCarthy, Abbott and Costel Mr. District Attorney, Jack Benny, Aldr Family, Kay Kyser (first half hour), Tru or Consequences, Eddie Cantor.

ATLANTIC BASEBALL PLANS

PLANS for Atlantic Refining Co.'s ann sponsorship of baseball games, now be shaped at N. W. Ayer & Son, New York, clude to date broadcasts of the home games the Philadelphia Athletics and Phillies WIBG and a special Eastern Pennsylva network; home games of the Pittsburgh Pira on WWSW Pittsburgh and a regional netwo home games of the Boston Braves, the R Sox on Yankee; home and away games of t Baltimore Orioles on WITH Baltimore.

CBS SEEKS BUYER FOR WBT

FORMAL notification was given the FCC la week by CBS that it would sell its 50,000 WBT Charlotte, as soon as an acceptable bu develops, thereby complying with the FCC n work monopoly regulations which did m than frown upon network ownership of a s tion in a market which it dominated.

Spring Cleaning

Before long, housewives will be sweeping out the winter's dirt, rearranging things—getting a fresh start for the new season ahead. Advertisers, too, should freshen up on radio markets, which change like the seasons.

In the Atlanta market, the change has favored WAGA which, during the past two years, has made more progress than any other Atlanta station.

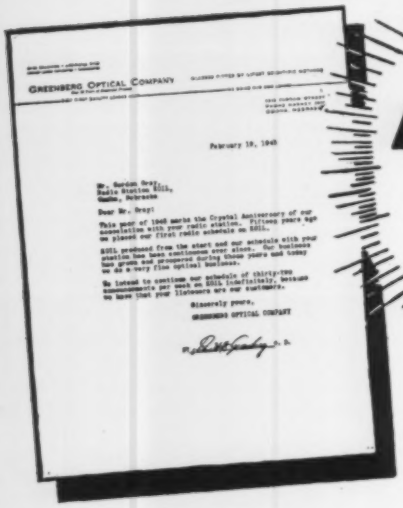
WAGA

ATLANTA

5000 Watts on 590 Kilocycles • Blue Network • Represented by Headley-Reed

XUM

Results in Omaha!


GREENBERG OPTICAL COMPANY

February 19, 1945

Mr. Gordon Gray,
Radio Station KOIL,
Omaha, Nebraska

Dear Mr. Gray:

This year of 1945 marks the Crystal Anniversary of our association with your radio station. Fifteen years ago we placed our first radio schedule on KOIL.

KOIL produced from the start and our schedule with your station has been continuous ever since. Our business has grown and prospered during those years and today we do a very fine optical business.

We intend to continue our schedule of thirty-two announcements per week on KOIL indefinitely, because we know that your listeners are our customers.

Sincerely yours,
GREENBERG OPTICAL COMPANY

Dr. N. H. Greenberg, O. D.

CRYSTAL ANNIVERSARY
15TH YEAR ON
KOIL

15 YEARS OF RESULTS

Fifteen years ago Greenberg Optical Co. bought their first time on KOIL. From the first day they got results so satisfying they have been with us ever since.

After careful consideration of a station's facilities, the final and most important question is: "What are the results for customers?" In Omaha, KOIL produces good results for customers.

Mr. Gordon Gray,
Radio Station KOIL,
Omaha, Nebr.

Dear Mr. Gray:

This year of 1945 marks the Crystal Anniversary of our association with your radio station. Fifteen years ago we placed our first radio schedule on KOIL.

KOIL produced from the start and our schedule with your station has been continuous ever since. Our business has grown and prospered during those years and today we do a very fine optical business.

We intend to continue our schedule of thirty-two announcements per week on KOIL indefinitely, because we know that your listeners are our customers.

Sincerely yours,
GREENBERG OPTICAL CO.

Dr. N. H. Greenberg, O. D.

KOIL

Represented by Edward Petry Co., Inc.

CBS in Omaha

5000 WATTS . . . 1290 KILOCYCLES

GORDON GRAY,
General Manager

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

Denny Nominated for Craven Post 15
Plane to Drop Downs for Berlin Broadcast 15
NBC Bans Middle News Commercials 16
Porter Hints Closer Check on Programs 17
Shifting of FM Upward Seen 18
Postwar Television Shown by RCA 20
BBC Television System Planned 20
Sale of Pickard Interest in WOKO Proposed 34
Adm. Hooper Gets Cressen Citation 36
Vast Postwar Receiver Market Shown 38
Scripps Plans FM, Video Operations 42
O'Daniel Expenditures to Justice Dept. 62
License Fee for Broadcasters Proposed 68
WKBZ Sues on Fetzer Grant 70
Raytheon Applies for Relay Station 72
30 Stations File to Cover Conference 76
BMB Signs 89% at District Meet 80
NLRB Order to Bargain Expected 80
Mutual Elects Swezey General Manager 83

DEPARTMENTS

Agencies	52	Our Respects To	46
Allied Arts	58	Production	50
Commercial	48	Programs	64
Editorial	46	Promotion	66
FCC Actions	82	Sellers of Sales	10
Feature of Week	10	Sponsors	54
Management	48	Sid Hix	16
News	58	Technical	82

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

WASHINGTON: J. Frank Beatty, *Managing Editor;* Bill Bailey, *Associate Editor.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Sidney Shelley, Norma Pugliese, Jerry Posey.

NEW YORK: Bruce Robertson, *New York Editor;* Helen House.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

BUSINESS

MAURY LONG, *Business Manager*

WASHINGTON: Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

NEW YORK: S. J. Paul, *New York Advertising Manager;* Patricia Ann Foley.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

CIRCULATION

BERNARD PLATT, *Circulation Manager*

WASHINGTON: Elsie Ewers, Dorothy Young.

ADDRESSES

WASHINGTON: Natl. Press Bldg. MEtropltn. 1022
NEW YORK: 250 Park Ave. PLaza 5-8355.
CHICAGO: 360 N. Mich. Ave. CENtral 4115.
HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

Copyright 1945 by Broadcasting Publications Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

★ Ingenious application of POWER — plus efficient performance — is a potent factor in determining the success or failure of a specific job. In the Ark-La-Tex area, KWKH — with its 50,000 watts — is the No. 1 medium, with full coverage and SELLING POWER in this prosperous market.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

Giddyap, Dobbin..

...hey're on the network now!

TAKE the best of a big station's finest talent... talent that, year after year, has been building jumbo-sized audiences and performing masterful selling feats for its sponsors... bind it all up in a fast-stepping half hour... fling it coast-to-coast on the CBS network—and you have WBT's *Carolina Hayride*.

Here's 50,000-watt entertainment from out of the South... big names from the roster of Southern radio... rating-building, mail-pulling names like:

The Briarhoppers, git-tar and a-cor-deen specialists who've had the same smiling sponsor over WBT for the past 11 years.

Larry Walker and the **Rangers Quartet** favored by 31.6% of all radio homes in the WBT area (CBS Listener Diary studies).

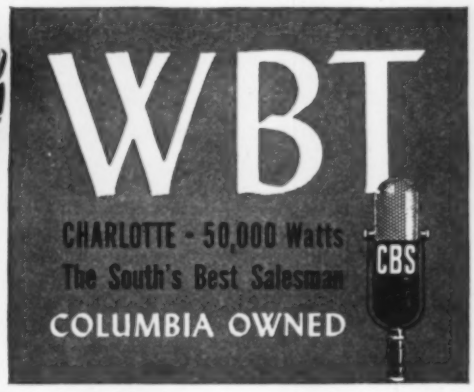
The Johnson Family, whose six mellow voices sing the South's fine spirituals and hymns—and captivate (so says the Diary) 27.8% of those same families every week.

The Tennessee Ramblers, vocalists with a following of 45.0% each week (the CBS Listener Diary, again).

The Southland Jubilee Singers—newcomers to WBT and one of the most promising negro vocal groups you've ever heard.

This is *talent* that spot time-buyers can tell you about. They know that *locally* each of these groups packs a selling wallop echoing far beyond the borders of WBT's 107 primary counties—a wallop that will sell network audiences just as surely as it does Southern listeners. Mail, already coming in from Utah, Texas, Maine, Ohio and other places where CBS stations present *Carolina Hayride*, is sure-proof that this lively show from out of the South is on its way to nationwide popularity.

Catch this something-new-on-CBS program next Saturday afternoon at 2:30, EWT. Listen to the style of showmanship that has made WBT "The South's Best Salesman" for 25 years. It's the kind of hay-wagon any advertiser could most profitably travel places on.



Represented by Radio Sales,
the SPOT Broadcasting Division of CBS

XUM

In Egypt, the Message was Mute

. . . in hieroglyphics carved on stone — intelligible to only a few. . .

But Radio Station

WFLA

serving the Tampa-St. Petersburg area,

puts your advertising message across where you can be sure of a great and understanding market. . .

Yes, there's plenty of punch in the purchasing power that listens to radio station WFLA these days—and nights! And there's nothing transient about it, either. The growth of the Tampa-St. Petersburg trade area is steady, permanent. If you want to sell your product in this rich market tomorrow—establish it today through radio station WFLA.

5000 WATTS DAY AND NIGHT

WFLA

TAMPA NBC

NATIONAL REPRESENTATIVE JOHN BLAIR & CO.

Feature of the Week

THE FOLLOWING, we are told, needs no introductory explanation to any engineer on a broadcasting station in the United States. It is the sign which hangs on the door of the Transcription Department at WOW Omaha.

DUBBING DEPARTMENT — Dubbing done at all hours—day or night—by cheerful recording operators, at your convenience.

TAKE EXTRA COPIES TO ALL RELATIVES—Never mind the Expense—WOW will pay for the blanks. Think nothing of it; forget the thanks; WOW maintains these operators for your benefit. If you aren't satisfied, we'll pay you.

Don't bother to come at 12:45 for the program, come at 12:51 and we'll record the show. Why not do it at 78 rpm? We'll record it any speed to match your turntable—If your turntable doesn't work, bring that in, we might as well fix that for you, too. (We'll furnish an operator to wind your old phonograph for you.)

If it is inconvenient, come some other time. Don't get up early for that talent show, have us transcribe it—no cost. There's never any charge here.

Pay no attention to our quotations of prices! See the front office and get a reduced price. If you know the right people, you can get the plant. Also radios serviced free.

Never mind about tubes and parts, we furnish them.

After we have cut a record, why not let us play it back for you? We have nothing but time.

SELLERS of SALES

MOST PEOPLE know Frank Palmer as the bright dynamic 26-year-old business manager of the radio department of Kenyon & Eckhardt, New York, one of the nation's top agencies in radio. Few persons know of him as the son of Walter Palmer, vice-president and copy executive of BBDO New York. The denouement of Palmer fils enshrouded in the hereditary mantle of the advertising muse, was to strike out for himself early in life. Today, with a backlog of experience which includes military service, Frank is tabbed among the radio and advertising spheres as a young man to watch.

Frank's first job was in the metallurgical field — he was hired as chief clerk in the advertising department of Whitehead Metal products, a subsidiary of International Nickel. After a stint in the advertising and promotion department of the New York World's Fair in 1939, Frank accepted his first agency position with Benton & Bowles as a timebuyer's assistant. He was advanced to a timebuyer's post and purchased spot as well as network time. At B&B Frank acquired what could be called a "major-league" timebuying background, coming in contact with such major accounts as Dr. Pepper, General Foods, Prudential Insurance, Procter & Gamble and Best Foods.

FRANK

In 1942 Frank enlisted in the Coast Guard and served in the Anti-Submarine patrols off the Atlantic Seaboard. Following an injury he was medically discharged and returned to Benton & Bowles to resume his former duties.

In early 1944 he joined Kenyon & Eckhardt. Under Frank's direction at Kenyon & Eckhardt is the purchasing of time for some of the largest accounts in radio. These include Kellogg, Standard Brands, Richard Hudnut, Morton's Salt, Borden. Spearheaded by Palmer, the Kenyon & Eckhardt timebuying staff with Helen Gill, Sally Reynolds and Kathryn McCann makes up one of the hardest working radio quadrumvirates in advertising.

Frank takes record collecting seriously. A library of nearly 1000 recordings includes mostly serious stuff, but there's the original Nora Bayes — Jack Norworth's "Mandy", some assorted solos with Swiss bells and tuba, and a couple of Spike Jones masterpieces on the bottom shelf. Good for quick relief from timebuying headaches, Frank says, if not exactly soothing. And speaking of hobbies, the unattached and unfettered Frank is probably the most eligible timebuyer in the business —the lines forms to the right, gals.

390 15 MINUTE PROGRAMS ON WWDC!

A year and a half ago The Kretol Company, Inc. had no retail business. It was a tiny hole in the wall, one-man operation. Then they decided to get some retail business via radio and WWDC.

Since that time Kretol has used some 390—15-minute programs and almost countless spots and station-breaks on WWDC exclusively.

Today Kretol is housed in a new and modern plant. They maintain a big sales force. Today they sell through drug stores, hardware, department stores, independent groceries and super-markets. Today they are moving into new markets.

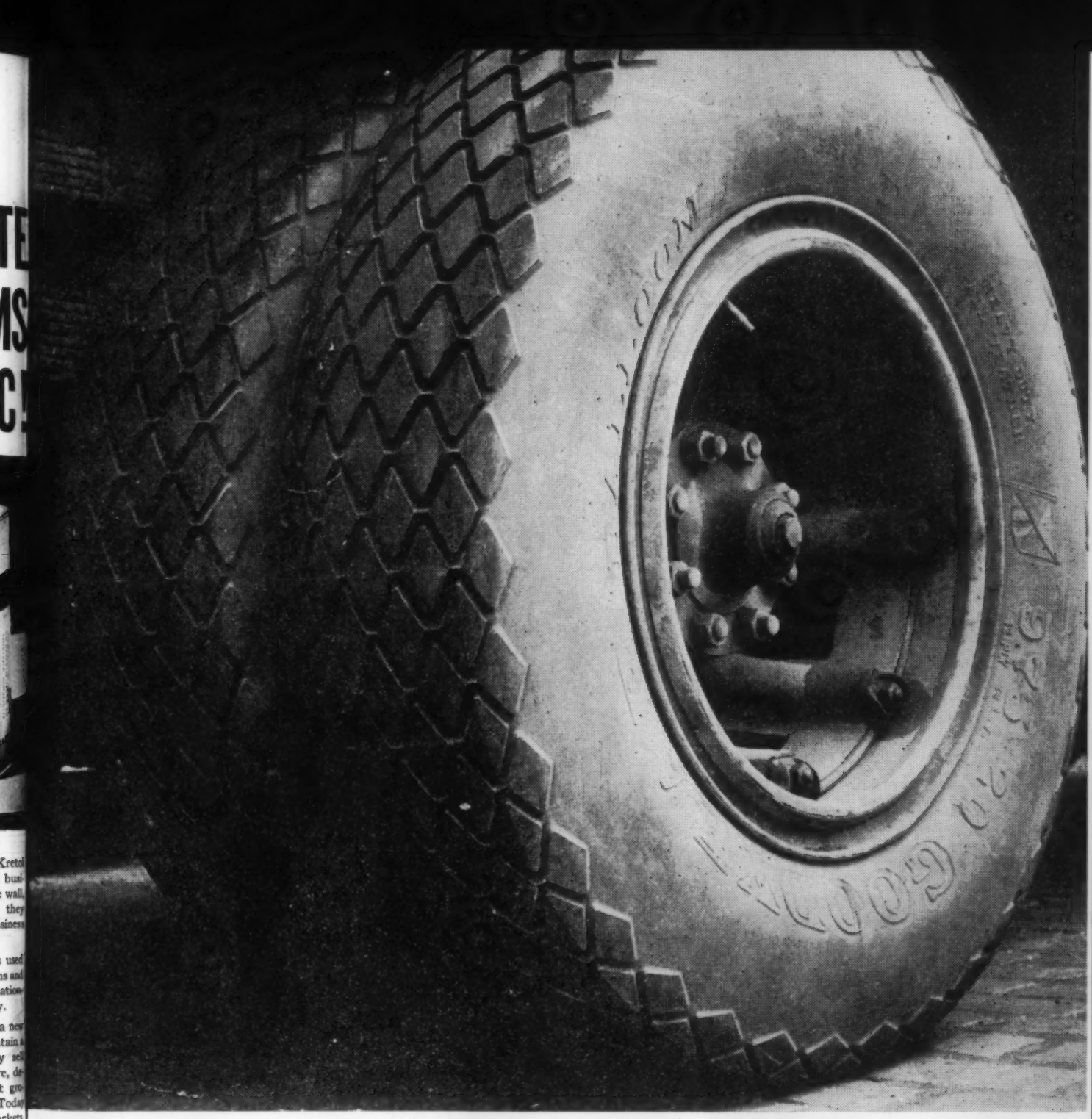
Our only point is this: Radio advertising was at stake for a new advertiser and WWDC delivered the goods, handsomely.

When the big fight starts for post-war markets, keep WWDC in your mind. Availabilities now, sent on request.

WWDC

the big sales result station in Washington, D.C.

Represented nationally by WEED & COMPANY



Takes Both To Carry The Load . . .

THE great metropolitan New York markets that listen to WOV, complement and support each other to give this important station a "double capacity" and an around-the-clock audience that means satisfied sponsors anytime of the night or day. In the daytime, WOV overwhelmingly dominates metropolitan New York's tremendous Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., *WOV delivers the largest average metropolitan audience of any New York independent station* . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

XUM

MAKING TRANSCRIPTION HISTORY

A BRILLIANT NEW MUSICAL SHOW!

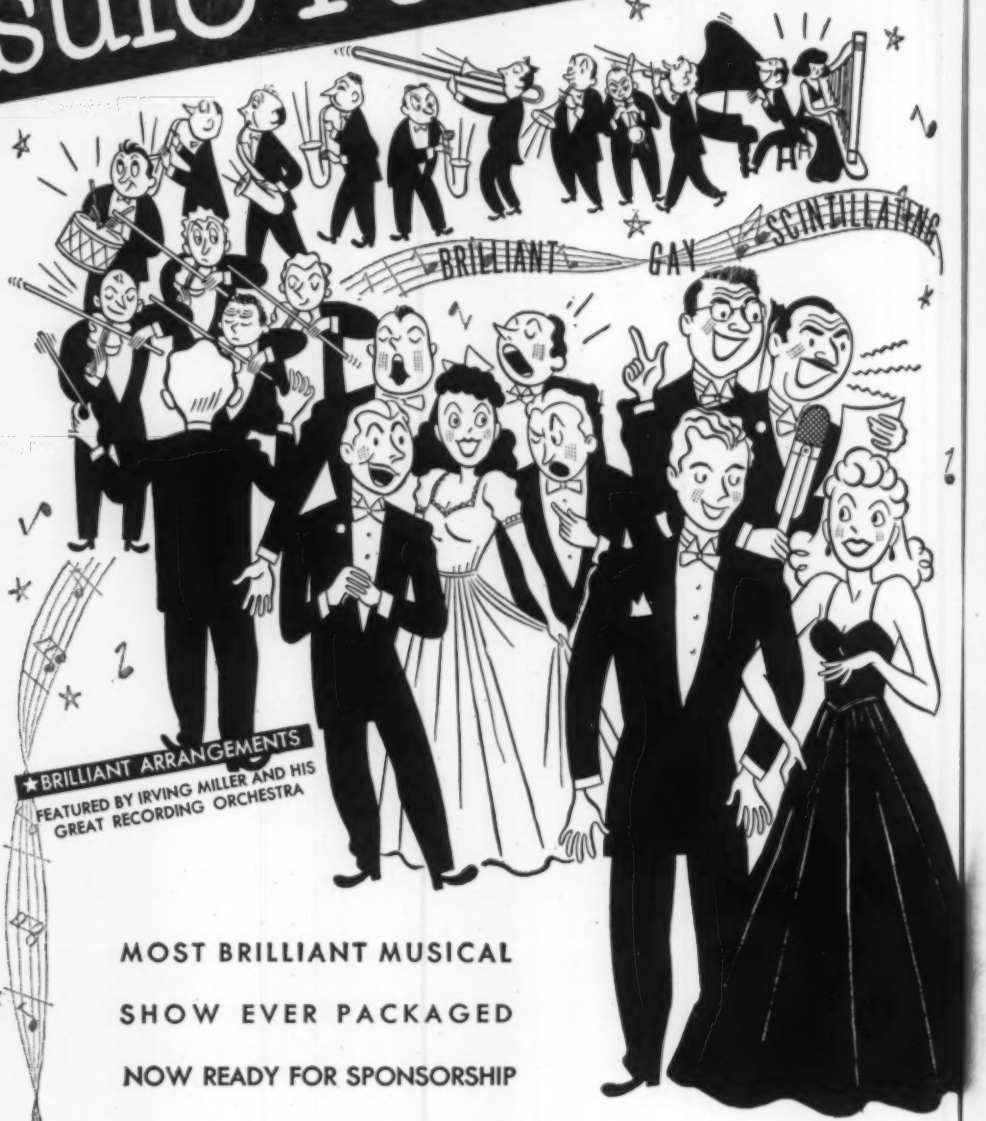
"Pleasure Parade"

★ KAY LORRAINE
OF "HI" PARADE" FAME, BEAUTEOUS BALLAD SINGER

★ BOB KENNEDY
ROMANTIC SINGING STAR FROM THE ORIGINAL CAST OF "OKLAHOMA"

★ JIMMY WALLINGTON AND MILTON CROSS
CO-EM CEES OF PLEASURE PARADE

★ THE MODERNAIRES AND PAULA KELLY
TOP FLIGHT SINGERS OF HIT SONGS



★BRILLIANT ARRANGEMENTS
FEATURED BY IRVING MILLER AND HIS GREAT RECORDING ORCHESTRA

MOST BRILLIANT MUSICAL SHOW EVER PACKAGED NOW READY FOR SPONSORSHIP

It's radio's grandest musical show! A galaxy of Stars supported by the brilliant arrangements of Irving Miller and his great recording orchestra, emceed by Jimmy Wallington. 78 thrilling quarter hours transcribed and now available for local and regional sponsorship.

Frederic W. ZIV Company

2436 READING ROAD • CINCINNATI, OHIO

NEW YORK HOLLYWOOD

Copyright 1945 Esquire, Inc.

"Sh-h! Things are going pretty bad for your mother in the 'soap operas' this morning."

OPEN LETTER TO THE SOB SISTER IN ESQUIRE:

Those tears would be cheers . . . you'd be in the mood to buy, not to cry, if the dial were turned to 1360.

Mornings are cheerful on the Blue Network and

WSAI

A MARSHALL FIELD STATION
CINCINNATI, 2

"Bless his heart—he's still pioneering in spot broadcasting!"

- It's naturally a source of pride to us that we were old-timers in this business long before most other station representatives had ever even thought of it.

But principally we're proud that, as station-representation becomes more and more a real profession, F&P still sets the standard of service and the pace of performance.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KNYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING and BROADCAST ADVERTISING

VOL. 28, No. 12 WASHINGTON, D. C., MARCH 19, 1945 $5.00 A YEAR—15c A COPY

Denny Nominated for Craven Post on FCC

Hyde Is Expected To Be General Counsel

CONFIRMATION of Charles R. Denny Jr. as a member of the FCC —expected before Congress recesses for the Easter holidays—will give the Commission its full strength for the first time in nearly a year to enable it to tackle the most arduous and important work load ever to confront it.

After confirmation of the 32-year old FCC general counsel (he'll be 33 April 11), the Commission is expected to elevate Rosel H. Hyde, seasoned assistant general counsel for broadcasting, to the Denny vacancy. Mr. Hyde, a Republican, was strongly endorsed for the commissionership but his political faith probably balanced the scales in Mr. Denny's favor.

Events Move Swiftly

FCC events moved swiftly last week. The President, only recently returned from his epoch-making Yalta conferences, had Paul A. Porter, FCC chairman, in for a conference last Tuesday. The Denny nomination went to the Senate on Wednesday and Chairman Wheeler of the Senate Interstate Commerce Committee promptly announced a Friday confirmation hearing. This was postponed a week, however, on request of Sen. White (R-Me.), Minority Leader.

While Chairman Porter made no commitments, it was obvious that he supported Mr. Denny's nomination as against a number of others, on strictly a merit basis.

It likewise was evident that Mr. Porter moved to have confirmation expedited, so the Commission can whip into the ponderous accumulation of work ahead, tied into spectrumwide allocations, the standard broadcast realignment which may well follow the clear channel allocation proceedings scheduled to begin in May, the international merger in the common carrier field and the drafting of rules and regulations to cover such new operations as FM, television and facsimile. Mr. Porter wants the FCC's topside fully organized. He has already formulated plans to seek supplemental appropriations from Congress to enlarge substantially the FCC's staff.

Mr. Denny, youngest man ever to sit on the Commission, gives that agency its sixth lawyer. It was generally felt, however, that the Commission membership represents the best balance in its tortuous history. The 130-lb., 5 ft. 8 Denny is just nine years out of law school. He graduated from Amherst in 1933 and from Harvard in 1936. He has served as general counsel since October 1942, having joined the Commission in February of the same year as assistant general counsel.

Hyde Successor Uncertain

Who will succeed Mr. Hyde as assistant general counsel—assuming his prompt elevation to the general counselship—is uncertain. It is known that Mr. Porter, in his efforts to bolster the Commission staff, also has been thinking about enlargement of the legal department, now comprising about 60 attorneys. Presumably there would be additional assistant general counselships, to supplement the present three, but that would require statutory authority.

That President Roosevelt is placing emphasis on youth in his fourth term administration is reflected in recent FCC appointments. Mr. Porter, at 40, is the youngest chairman the Commission has ever had. Prior to Mr. Denny's naming, the youngest man to serve on the FCC since its creation in 1934 was Dr. Irvin Stewart, an original mem-

(*Continued on page 78*)

MR. DENNY

Plane to Drop Bill Downs for Berlin Broadcast

By ROBERT K. RICHARDS

The following article has been reviewed by the Office of Censorship. Copyright 1945, Broadcasting Publications Inc.

BILL DOWNS OF CBS will parachute into Berlin when the city is occupied by the Allies to make the first American broadcast.

The broadcast will be pooled, with all networks carrying Mr. Downs' voice to waiting millions throughout the world.

Following Mr. Downs into the city will be one representative each of NBC, Mutual and the Blue. They will be flown into Berlin by an American bomber which will take off in Paris.

Mr. Downs will make his bomber-to-Berlin leap whether the Russians or the Americans march first into the city.

If German transmitters still are intact, they will be employed by Mr. Downs and other network correspondents to beam their early messages to U.S. pickup points.

A 60-kw transmitter mounted on a convoy of 17 trucks, now en route to Berlin with advancing troops, will be employed if it is set up by the time Mr. Downs arrives in the city. [BROADCASTING, March 12.]

This is the schedule for covering the march into Berlin, it has been learned by BROADCASTING. Mr. Downs and other representatives of the networks drew lots in Paris to decide who would parachute into the conquered enemy capital. Mr. Downs won.

MR. DOWNS

It can be assumed that these early broadcasts will be heard by those of our troops in the field who can listen, as well as by Allied audiences throughout the world. It is conceivable, for example, that Mr. Downs' broadcast could be picked up by the powerful OWI station in England (ABSIE) or by the SHAEF transmitter (at Luxembourg) and re-beamed to field points.

Mr. Downs currently is with the 1st Army, but shuttling back and forth between Paris and the front. What other correspondents will follow him into Berlin by plane is not known, but this is the lineup of those who might be available: BLUE—George Hicks, Gordon Fraser, John Bryson, Donald Coe, Robert Massell; Paul Manning, Seymour Korman; NBC—David Anderson, John MacVane, Edwin Haaker.

Best guess would be that senior correspondents of the networks would take on the Berlin assignment. This would mean, probably, Mr. MacVane for NBC, Mr. Manning for MBS and Mr. Hicks for the Blue.

Middle Commercial Is Ordered Deleted from NBC Newscasts

Sponsors Must Confine Messages to Opening Two And Closing Three Minutes of Quarter-Hour

ELIMINATION of all middle commercials from news programs originated by NBC and its owned and operated stations was announced last Thursday by Niles Trammell, NBC president. NBC is the first of the four major networks to ban placement of announcements in other than the opening or closing portions of news broadcasts.

All news sponsors have been asked to cooperate in making the revision immediately, confining their commercials to the opening two-minutes and the closing three-minutes of all quarter-hour news programs.

Greater Public Service

The move is made in order "to render a greater public service by more rapid presentation of vital news," Mr. Trammell explained, and is in line with the network's already established policy to eliminate middle commercials, and in some cases all commercials, in news programs reporting events of supreme interest. "During the past three years, great care has been exercised in both the wording and placing of commercial announcements which occur during news broadcasts so that there might be no interference with the main portion of news, with proper emphasis always given to the principal news events," he explained. The network's latest step is taken to improve news representation "in the vital days to come."

A major change in the maximum time allowed for commercials on 5, 10 and 15 minute news programs on the NBC network and NBC M and O stations goes into effect at the same time, it was disclosed. Daytime allowance was heretofore more liberal than nighttime allotment for all three program lengths. Nighttime limit has now been applied to daytime broadcasts, giving a uniform length for commercials on news programs as follows: 5-minute programs—1-minute, 20 seconds; 10-min. programs—1 min. 45 sec.; 15-min. programs—2 min. 15 seconds.

Time Cut

Since NBC has no 5 or 10-minute sponsored news programs on network, only commercial affected on the current network news schedule are those on the daytime quarter-hour broadcasts which have been allowed a total of three minutes, losing 45 seconds. Commercials on daytime 5-minute programs drop to 1 minute 20 seconds from 1 minute 35 seconds; on daytime 10-minute programs to 1 minute 45 seconds from 2 minutes 15 seconds.

CBS, which has supported view that commercials on war news programs should be withheld until after the important news has been presented, reiterated its stand in a statement issued by Paul Kesten, executive vice-president, the same day the NBC announcement was made. All opening plugs were eliminated from the CBS newcasts at the outbreak of the war. Mr. Kesten said that it would be unfortunate to endanger good taste in favor of strict rules on the placement of commercials "particularly if listeners should feel that they are being 'put off' from the news by longer opening commercials."

Edgar Kobak, MBS president, asked to comment on the move, issued the following statement: "We are still studying the program policies of the network. We are working on these plans and should be ready for a release in about a month. News programs and their structure are a part of the plans now under consideration."

Spearheaded in St. Louis

Drive to improve newscasts, spearheaded by George M. Burbach, general manager of KSD St. Louis, was stepped up last January by an editorial in the *St. Louis Post-Dispatch*, KSD owner. [BROADCASTING, Jan. 22] Editorial appealed to the four networks to clean up newscasts by eliminating the middle announcements, and to exert special care in the selection of news sponsors, in the interests of good taste. KSD banned middle commercials a year ago—WJR Detroit took a similar stand some months ago, and the drive has since been gaining momentum with various stations falling in line, among them WMPS Memphis [BROADCASTING, Feb. 19].

The National Assn. of Broadcasters News Committee in recommendations for the handling of sponsored news programs [BROADCASTING, March 12] while taking no stand against middle commercials as such, cited the increasing number of stations which have adopted the policy.

Two network news programs affected by the ban on middle commercials, according to NBC are Miles Labs' *News of the World* with Robert St. John, Mon. through Fri., 10-10:15 a.m., and Morgan Beatty, Mon. through Fri., 1:45-2 p.m., presented as a local cooperative series. Miles Labs' *News of the World* with John Vandercook, Mon. through Fri., 7:15-7:30 P.M., by reason of its format, may have to make some adjustment to keep commercials within the first two minutes and last three minutes of the quarter-hour period. Program leads off with news before the first commercial and inserts news commentary between the last plug and end of the program.

Local Periods Affected

Virtually all of the local news periods on WEAF, NBC's New York O and O stations are affected, totaling over 30 periods.

John W. Vandercook, NBC news analyst and retiring president of the Assn. of Radio News Analysts, commented on NBC's move: "We are thoroughly well pleased with it and only hope that the other networks will follow suit."

ARNA's code of ethics, adopted last year, contains a declaration against middle commercials. Analysists are not barred from membership for permitting such anouncements on their programs, as they are, for example, for delivering the commercials themselves. According to H. V. Kaltenborn, chairman of the ARNA executive committee, and veteran NBC commentator, several ARNA members already have persuaded their sponsors to abandon the practice.

Drawn for BROADCASTING by Sid Hix

"Put Smith On Something Else—He's Been Writing That Dog Food Show TOO Long!"

MBS to Overhaul Rate Card Setup

Kobak's Letter Outlines Network Study of Problem

MUTUAL rate structure is due for an overhauling, Edgar Kobak, MBS president, states in a five-page letter sent last week to advertisers, agencies and stations as a 'quarterly report on operations".

"We're looking into the whole subject of rates very closely," Mr. Kobak writes. "We believe there is a new way of approaching the question so as to make time-buying easier. We're working on this thoroughly . . . with an open mind . . . and plenty of questions and soul-searching. We think we're on the track of something substantially better than current methods. We'll give you the whole story as soon as we have our plans worked out and checked and tested. Incidentally (and we think it's much more significant than incidentally would indicate) stations are showing themselves very cooperative in agreeing to downward rate revisions before the expiration of present contracts."

In a detailed report of the network, department by department, Mr. Kobak points to developments that have occurred since he became president and discusses plans for the future. These include expansion on every front. A new sales office in Detroit and maybe in other cities, enlargement of program production facilities and personnel and concentration on program quality, citing Poirot and the new Oboler series as examples, more personnel for station relations work to "be missionary men selling the idea and the progress of the 'new' Mutual to broadcasters.

Reviewing Policies

"We are reviewing all our policies in the light of the 'new' Mutual we're trying to build," Mr. Kobak states. "Old policies which cannot be reconciled to our new plans will be discarded, others will be revised, where needed, new ones will be established. These policies will cover all our operations. And we're going to put them down on paper for all to see. Our aim is to have a sound body of standards of programs, sales and station relations—open to public inspection."

A score sheet of programs added or lost by MBS, December 1944 through February 1945, appended to the letter, shows a plus of 8 new programs totaling 8½ hours a week and a loss of five programs totaling 3¾ hours a week, for a net gain of 4¾ hours weekly.

Field in Video

MARSHALL FIELD & Co., Chicago, begins sponsorship of quarter-hour television program on WBKB Chicago every other Wednesday 3:15-3:30 p.m. (CWT), for 13 weeks effective March 21. Account placed direct.

Porter Hints Closer Check on Programs

FCC Head Favors Pioneers Developing New Fields; Decries Speculation

(Text of Porter Speech Herewith)

NTING that the FCC is preparing to "strengthen renewal pro-dures" by viewing program operations much closer in the future. airman Paul A. Porter last week asserted "there seems to be a wing body of responsible opinion that believes that the public ctions of broadcasting may become submerged by commercial-n".

Addressing the West Virginia, Virginia and District of Colum- segment of NAB District 4 at the Statler Hotel, Washington, . Porter embraced virtually y topic of fundamental interest broadcasters in his talk titled oadcasting of Tomorrow".

Looks to Pioneers

e went on record for a "sound sing policy" which would wel-e and encourage "the true esteader" in FM and television ds. He opposed "Wall Street" ulation in any phase of broad-ing and declared: "I am look-to broadcasters—the proven neers—as the ones who will take lead in the great developments t lie ahead".

Chairman Porter touched on the hcoming clear channel hear-s, called for all available con-ective information from all ties concerned and told the adcasters the Commission "faces clear-channel problem with no ance conclusions".

e called on Congress for a uch larger appropriation" and gested that broadcasters could in that respect. Mr. Porter the FCC goal in handling ap-ations is 30 days without hear-and 90 days where a hearing is ssary. With the present re-cted staff of engineers—only e in the non-broadcast section uch a goal cannot be attained. visioned expert technical per-nel returning from Army and y service as potential FCC em-yes, but he told broadcasters wouldn't get 30 to 90-day ac-"unless the Commission has opportunity to expand its fa-ties and personnel to give this vice".

In a final note of caution he said: eed of service is only one aspect the problem in which broadcast-should be interested. There is to the question of quality of serv-.

NAB President J. Harold Ryan oduced Chairman Porter as a illiant lawyer and outstanding vernment administrator".

Text of Chairman Porter's ad-ss March 12 follows:

I first want to assure both broad-sters and their guests that I am pletely aware of the obvious t that appointment to important lic office does not of itself con-ute to the wisdom of the ap-ntee. To the contrary some of no doubt believe—and I have some expression of that point view—that the acceptance of this particular job at this particular time, far from constituting any evidence of infallability or competent judgment, is proof positive of the exact opposite. Three months' tenure would incline me to support that view and, I am assured day by day, that the worst is yet to come.

Now these preliminary observations are made solely for the purpose of seeming to avoid creating the impression that I think I know the answers. I haven't yet caught up with the questions. One thing I wish to emphasize: in spite of some pretty general doubts as to the sanity of anybody assuming these duties, I have attempted to bring to this job a sense of public responsibility, a deep feeling as to the importance and scope of the problems ahead and some understanding of the life and habits of broadcasters.

Freedom From Suspicion

I am deeply appreciative of the many expressions of confidence and good will that I have received from broadcasters. I hope to deserve your continuing confidence and further, I hope relationships between the Commission and the industry always will be based upon the solid ground of mutual understanding that will permit the Commission to discharge its functions competently and honestly and the industry to perform its important public responsibilities, in an atmosphere free from suspicion or mistrust either on the part of the regulatory agency or on the part of those affected by its rules and regulations.

Should Express Views

Now I do not want to give the impression that I am predicting an era of tranquility or the dawn of a new age of sweetness and light. There just aren't enough frequencies to go around for that—or maybe in the not too distant future there will be too many frequencies. What I am trying to say is this—that the Commission and its members should feel free as public officials to express frankly and openly their views and opinions upon problems of mutual concern without being subject to the charge of attempting to preach, reform or to abolish the American system of broadcasting. There are a number of problems, of which we are all conscious, that can only be met rationally by free and open discussion and for my part I propose to do just that when I conceive it to be my responsibility to express an opinion or to advocate some policy, although it is my aim to do as little talking as possible. Tonight seems an appropriate occasion for us to discuss candidly a few of the problems we face together.

Again, in all humility, I emphasize that my views insofar as they may have matured upon the questions I propose to discuss are worth listening to only because I happen to occupy this position at a time when the communications industry

CHAIRMAN PORTER

is on the threshhold of such vast and significant developments.

I have tried and will continue to strive, insofar as my own responsibilities are concerned, to maintain an open mind, to decide questions or policies, insofar as I can influence them, only after accumulating all the facts I can absorb and to act on specific matters only in concert with my colleagues on the Commission whose public responsibilities are identical to mine.

No Back-Door

I have never thought there was any back-door to this Commission. But if there ever was I want to assert that as far as I am concerned that door is locked and the key thrown away. The front door is wide open to all who have business before the agency and your views and advice are solicited and welcomed in assisting us in the discharge of our duties.

I consented tonight to talk about "Broadcasting of Tomorrow". The topic is not a limited one even if I felt competent to discuss it. It involves prophecy of the sort that I would not like to undertake. It's dangerous business as well. There is the stern voice of experience to prove just how far wrong can be those who essay to stake out the future. For example, not too many years ago, as time is measured, one oracle spoke thus about the future of broadcasting, and he said this:

> It is inconceivable that we should allow so great a possibility for service, for news, for entertainment, for education and for vital commercial purposes to be drowned in advertising chatter. . . .

These were not the words of an irresponsible crack-pot or reckless reformer. This was an utterance of Herbert Hoover at the first radio conference in 1922. Two years later

(Continued on page 22)

HIGHLIGHTS OF CHAIRMAN'S ADDRESS

I HAVE never thought there was any back-door to the Commission. But if there ever was * * * that door is locked and the key thrown away.

* * * many influential broadcasters have expressed to me deep concern over what they themselves describe as an alarming trend toward "excessive commercialism." * * * I want broadcasters themselves to provide the answer.

* * * there is pending before the Commission staff proposals which are designed to strengthen renewal procedures and give the Commission a more definite picture of the station's overall operation when licenses come up for renewal.

I would view with great reluctance attempts to legislate more detailed standards in the field of public service obligations of broadcasting.

* * * sound public policy would * * * oppose large sums of Wall Street money or any other funds coming into broadcasting as a purely speculative venture. * * * A sound licensing policy will welcome the true homesteader and should offer grants only to those who want to take up permanent residence in this new empire, cultivate it and improve it and generally operate it in the public interest. * * * I am looking to broadcasters—the proven pioneers—as the ones who will take the lead in the great developments that lie ahead [FM, television, etc.].

The Commission faces the clear-channel problem with no advance conclusions or commitments. * * * we are completely open-minded.

* * * it's still too early to determine the effect of FM on AM broadcasting. In the highly unlikely event that FM supplants AM altogether in the next few years, of course, the problem solves itself.

Our goal in broadcast matters is * * * a 30-day speed of service on all applications which can be granted without hearing and a 90-day speed of service where a hearing is necessary.

XUM

Shifting of FM Upward in Spectrum Seen

FCC Gadget Easily Converts Sets To Band

By BILL BAILEY

FM will move upward in the spectrum if surprise developments, disclosed last week by the FCC, are any criterion.

Commission engineers built a converter for $8.85, whereby present FM sets may be tuned to the proposed 84-108 mc band. And on Wednesday the FCC called in Washington reporters to give a demonstration after a similar exhibit had been presented in a last-minute public hearing late Monday.

At the open session called at 5:20 p.m. Monday following an all-day secret meeting of industry engineers with military experts, another startling development was placed in the record. G. Grammar of the American Radio Relay League read into the record a portion of a letter from Edward P. Tilton, nonresident VHF editor of *QST*, in which he advocated moving FM upward to avoid Sporadic E interference. Mr. Tilton was identified as radar field engineer for the Submarine Signal Co., on duty in Hawaii.

Really a Blessing

"As for FM's plight, I feel that moving FM out of the range of prevalence of Sporadic E skip is the best thing that could happen to FM broadcasting," Mr. Grammar read. "Service area coverage will be fully as good at the new frequencies and intersectional interference will be practically nonexistent. And though it does mean obsolescence of some equipment, perhaps that, too, is a blessing in disguise. Nothing but good can come to FM from junking present equipment, particularly if manufacturers can be held strictly to the quality line after the war."

Then came the "surprise" for the Commission. General Counsel Charles R. Denny presented George Turner, chief of the FCC field division, engineering department, who testified that his department purchased for $8.85 "over the counter" at retail stores materials to build a converter. He demonstrated the home-made converter on a Stromberg-Carlson FM receiver, first tuning in the Jansky & Bailey FM experimental station, W3XO Washington, which operates on 43.2 mc.

Cost of Materials

Then he turned on the converter and tuned in a transmitter in another part of the building, operating on approximately 97 mc. The transmitter, he explained, was low-powered and built by FCC engineers. Mr. Turner submitted a letter dated March 10 from the Hallicrafters Co., explaining that materials for building converters would cost manufacturers about $5.43 for a three-tube, power-included device, or about $4.26 without power.

In a later telegram to the Commission, Hallicrafters said it could furnish in "reasonably large quantities" a tunable three-tube converter at $11 each or a single-tube, fixed wide band converter at $5.60. The latter would be without power supply.

Commissioner E. K. Jett evinced considerable interest in the kind of selectivity and stability of the proposed converter. Mr. Turner first surmised there might be "some difficulty" but a serviceman probably could make necessary adjustments.

Prevents Obsolescence

"You understand we have in mind we may assign every other channel within the same city?" asked Commissioner Jett. "The converter has got to be good enough to give interference-free service on that basis of operation." Mr. Turner replied he didn't believe there would be any difficulty in that regard.

At the demonstration for news personnel Wednesday, presided over by Mr. Turner and attended also by George P. Adair, FCC chief engineer, a transmitter in one room, operating on 47 mc, was tuned in on the Stromberg-Carlson set. Then the frequency was boosted to between 94-95 mc. He used both the FCC hand-made converter and a model turned out by Hallicrafters (the $11 variety).

"This device is proposed to prevent obsolescense of present receivers," said Mr. Turner. He explained that the Commission felt FM broadcasters would be interested in providing the converters to listeners at cost so that FM could be enjoyed on both the "standard band" and the "new one". He explained he meant the 42-50 mc band when he referred to "standard".

"If the Commission should act on the proposal that FM should be shifted," said the chief field engineer, "popular radio magazines would publish instructions on how to build converters. I further feel that manufacturers would have available converters.

"If FM broadcasters continue in the present band while they're getting ready to operate in the proposed band, with converters available they can serve listeners in the standard band until they are ready to operate in the new band."

Norton Data Expanded

Meanwhile the chief topic of conversation in Washington engineering circles was the two-day secret session. The military clamped a strict censorship on the proceedings, impounded the records and declined all comment. Commissioners and Commission staff alike were noncommital. Even a list of witnesses was not obtainable.

It is known, however, that the industry's top engineers pitted their scientific knowledge and opinions against Government experts. The secret conferences were held to permit Dr. K. A. Norton, former FCC technical information division expert now on duty with the Army Air Forces, to expand on his theory that FM can serve better in the higher frequencies.

Reports were that such outstanding propagation experts as Major Edwin H. Armstrong, FM inventor; Dr. H. H. Beverage, associate director of the RCA Labs.; Dr. G. W. Pickard, widely-recognized authority in electrical engineering; Dr. H. T. Stetson, astronomer, geophysicist and sunspot authority; Dr. C. R. Burrows; Stuart Ballantine and Dr. J. H. Dellinger, chief of the radio division, Bureau of Standards, were in agreement with proposals of the Radio Technical

(*Continued on page 79*)

MANY STATIONS are represented in the engineering staff of American Broadcasting Station in Europe, photographed informally here in one of ABSIE's studios. Engineers are frequently drawn from this group for radio operations on the continent. Engineers, identified by numerals in the photo, are as follows:

1, Malvin West, CBS New York; 2, Robert Curan, War Dept. Signal Corps; 3, Jack Stone, WRVA Richmond; 4, Wilbur Nungessor, WLW Cincinnati; 5, James Hicks, KQEI Tulsa; 6, Robert Ellis, Civilian Technical Corps of England; 7, Frances A. Higgins, KOY Phoenix; 8, Thomas B. Hedges, Ohio State Patrol, WPHT WPGA; 9, Wilf Woodill, CKSO Sudbury, Ont.; 10, Fred Edwards, WTIC Hartford; 11, George Funkey (ABSIE Chief) CKLW Windsor; 12, Robert E. Pantelle, KYW Philadelphia; 13, Franklin L. Hiller, WGAR Cleveland; 14, John Hall, WRUL Boston; 15, Shields Dierkes, WWJ Detroit; 16, P. T. Kiefer, WHAS Louisville; 17, R. W. MacIntosh, WAGM Presque Isle, Me. (FCC Boston); 18, Gerard J. Larsen, U. S. Maritime Service; 19, Harold Kinney, WGR Buffalo.

FM Transmitters Approved by WPB

Five Authorizations Provide For Experimental Work

IMPETUS to experimental work in FM broadcasting was given last week with disclosure by the WPB Radio & Radar Division that authorization has been approved for purchase of five FM transmitters as part of the FCC's overall preparations for FM development. Two additional transmitters will soon be released under the experimental program, accounting for seven 1 kw Western Electric units which have been built prior to the war but could not be sold because of WPB restrictions.

The authorizations were granted to licensees in various parts of the country who have agreed to cooperate with the FCC in testing FM transmission at frequencies in the present and the proposed band under different topographical conditions and with new types of antennae [BROADCASTING, Feb. 5]. Assigned the five transmiters were:

WAPI Birmingham which has been assigned two frequencies each in the present and proposed bands. The licensee will be in a position to test under conditions of high noise level.

KLZ Denver which will conduct experiments with boosters placed at the edge of the service area of its FM experimental station, W9XLA. Nature of the terrain in the area will lend considerable interest to the tests.

WHDH Boston which has been assigned frequencies in the present and proposed bands for its FM experimental station, W1XMR. The licensee will put out a biconical horn radiator antenna developed by A. Earl Cullum Jr. of the Office of Scientific Research and Development.

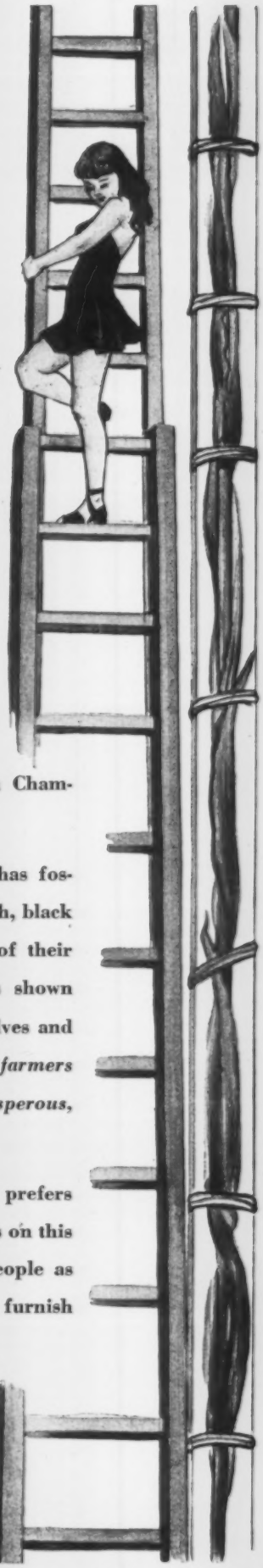
WITH Baltimore which will broadcast simultaneously on W3XMB with the Jansky & Bailey station, W3XO, Washington to determine co-channel interference.

WGST Atlanta, operated by the Georgia School of Technology, which received a construction permit for a developmental FM station.

The remaining transmitters will be assigned to Evansville on Air Inc., licensee of W9XEV Evanston, Ill., which has been assigned frequencies in both bands and which will study multipath measurement by pulse modulation, and the Cowles Broadcasting Co., which will be given a construction permit for an experimental FM station in New York.

ANOTHER REASON WHY
IOWA PREFERS WHO

WHO helps grow tall corn!



WHEN Don Radda of Iowa nursed along a stalk of corn until it measured 26 feet 10 inches, he naturally entered it in the Tall Corn Sweepstakes conducted by station WHO.

This vegetable skyscraper illustrates the manner in which WHO both reports and *makes* farm news. The Tall Corn Sweepstakes is a big event in Iowa. It's one of the popular features of the Iowa State Fair. Even midwesterners accustomed to the sight of tall corn stand before the display in gaping wonder. 26-foot corn is unusual—even in the Tall Corn State. Raising it is a novelty stunt that interests Iowa farmers who produce one-fifth of all the corn in the U. S. A. So why do Iowa farmers compete for the Tall Corn Championship?

WHO is largely responsible. WHO has fostered their sense of pride in their rich, black earth, has stressed the importance of their place in the national economy, has shown them the need of publicizing themselves and their abilities. *WHO has helped the farmers of Iowa attain their present prosperous, modernized condition.*

That's another reason why Iowa prefers WHO. If you want the actual statistics on this preference, among city and town people as well as farmers, we'll be happy to furnish details. Or ask Free & Peters.

WHO *for* Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc., *National Representatives*

Postwar Television Shown by RCA

New Projection Model Reveals Improved Quality

A GLIMPSE of postwar television reception was given last Thursday when a video program produced by NBC was received on an RCA laboratory demonstration model of a projection-type receiver. The picture was received by a 5-inch tube and produced an image filling a screen 16 x 21 1/3 inches, compared to the largest RCA prewar set which produced an image of approximately 7 x 11 inches, from a 12-inch tube. Image on the projection model was of greatly improved quality over that of prewar sets.

Program was viewed by New York radio editors. It featured Russell Patterson sketching Conover models, Bill Robinson in one of his dance routines, a dramatic playlet and Signal Corps motion pictures of the battle of Corregidor. The frequently heard statement that television programs must be filmed because viewers are accustomed to the perfection of the movies which cannot be attained in a live studio show was to some extent answered at the demonstration, when one spectator asked if the playlet was a motion picture and several other members of the audience admitted they had also been fooled, so good was the quality of production.

Ready Year After War

Questions about production technique were answered by John F. Royal, NBC vice-president in charge of television.

Dr. C. B. Jolliffe, vice-president in charge of RCA laboratories, said that the improvements were primarily due to prewar developments of RCA engineers and scientists. Some were demonstrated in 1941, when RCA showed a large-screen theatre television unit at the New Yorker Theater, New York, Dr. Jolliffe said, but the entry of the United States into the war blocked their commercial development in home receivers.

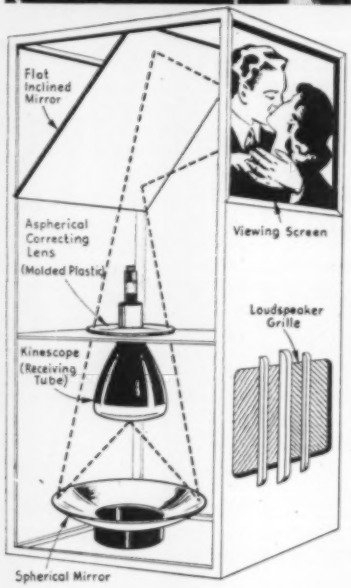
Frank M. Folsom, vice-president in charge of the RCA Victor Division, has previously announced that RCA expects to have large-screen home receivers on the market about a year after the resumption of civilian production. Console models, including both AM and FM receivers as well as the projection-type video, will retail for approximately $395, he said, with the RCA line also including direct-viewing models, with at least one table model priced at about $150.

The four main technical developments embodied in the large-screen receiver, Dr. Jolliffe said, are a special high-voltage type of cathode ray tube, producing a much brighter image than could be obtained from lower voltages formerly used; a translucent plastic viewing screen designed to provide even distribution of light over the image and proper distribution of transmitted light within the normal viewing angle; an automatic frequency control designed to eliminate distortion caused by "noise" interference and a special optical system which is really the basis of the large-size reproduction.

Bowl-Shaped Mirror

This optical system, Dr. Jolliffe said, is made up of a bowl-shaped mirror and specially designed molded plastic lens which delivers to the back of the viewing screen about six times as much light as could be secured from a conventional F.2 motion picture projection lens. System was developed by a group of scientists under the supervision of Ioury G. Maloff of the RCA Victor Division and David W. Epstein of RCA laboratories.

The cathode Ray receiving tube in the demonstration model was mounted face downward at the bottom of the cabinet. The bowl-shaped mirror, below the tube and facing upward, reflected light from the face of the tube up through the plastic lens to a flat-inclined mirror near the top of the set, whence it was thrown onto the back of the viewing screen.



LARGE-SCREEN television for the home providing high-definition pictures 16 by 21 1/3 inches was demonstrated for the first time by RCA Victor Division of the Radio Corporation of America in NBC studios last week. This receiver projects the image on a built-in screen through a lens projection system with molded plastic lenses. An automatic control virtually eliminates picture distortion.

At left the ingenious optical system developed by RCA Laboratories is illustrated. Broken lines indicate the path of light beams from a single picture element on the face of the cathode ray receiving tube to a corresponding point on the screen. A plastic lens is used to bring these light beams to a sharp focus on the screen. The combination of spherical mirror and correcting lens delivers to the screen about six times as much light as could be obtained if a conventional F.2 movie projection lens were used. The company expects to market the set for about $395.

Surrey Sponsor

JOHN SURREY Ltd., New York, March 18 started promotion of Snow Apple Smoke Tobacco as sponsor of *The Sealed Book*, a mystery, on WOR New York, Sunday 10:30-11 p.m. Firm may embark on a national spot campaign later through Lester Harrison Assoc., New York, newly appointed agency. Surrey also manufactures Melody cigarettes.

Bates With Mathes

JOHN BATES has been appointed radio director of J. M. Mathes Inc., New York, acording to Wilfred S. King, vice-president in charge of radio and films. Mr. Bates goes to Mathes from Ruthrauff & Ryan, New York, where he has served for the past four and a half years as radio supervisor, and more recently as account executive.

Odorono Plans

NORTHAM WARREN Corp., Stamford, Conn., through its newly-appointed agency, Abbott Kimball Co., New York, in April will start spot radio promotion of Odorono cream deodorants. Initial schedule will be confined to one region—may expand nationally later. Agency also handles Odorono liquid.

Wide BBC Video System Is Planned

News and Entertainment Pooling Scheme Drafted

COMMONWEALTH Broadcasting Conference, concluded in London March 9, drafted the rough outlines for postwar pooling of news and entertainment program and other facilities between the components of the Empire, as an outgrowth of the benefits of cooperation demonstrated during the war.

A television system linking the Empire was envisioned by Sir Allen Powell, chairman of the BBC, indicating that broadcasting and television will be regarded as a Commonwealth unit rather than as a purely British development.

To ensure the flow of news and information throughout the Commonwealth, the widest possible measures have been taken by the conference, William J. Haley, BBC director general stated. This will be accomplished without supplanting regular news agencies, he said. Dealing with the problems of fairness and international courtesy in broadcasting, the conference felt that by establishing "true standards of objectivity" a greater measure of international understanding and good will can be promoted.

Technical Studies

The technical subcommittee, Mr. Haley reported, has done valuable work in studying the problems of improved coverage and transmission particularly on short wave lengths, sound recording and reproduction, the use of ionosphere, studio acoustics, frequency, modulated transmission and other matters.

Delegates are to report to their respective authorities the decisions and recommendations of the conference which does not override the authority of the organizations represented. Hope was expressed that another meeting may be arranged possibly in 1947.

Sir Allen, speaking at a dinner for guests and delegates, referred to the television inquiry conducted by Lord Hanky and stressed that the Government will decide what is to be done with television but "from our point of view they cannot say it too soon." He mentioned the BBC's enthusiasm for television and displayed similar sentiments, even envisioning a cable linking the entire Empire. Technicians, he said, deluge him with explanations why it will be necessary to wait a long time for television but nevertheless he expressed optimism.

The Television Committee, appointed in 1943 to prepare plans for reinstatement and development of television after the war, a fortnight ago made its report, which arrived here last week. Among its conclusions and recommendations on the administrative side are that the Minister for Broadcasting should also function for video; that

(*Continued on page 70*)

OFFICIAL U. S. COAST GUARD PHOTO

Identification, please

You don't board a ship in the harbor these days . . . unless you belong on it! The United States Coast Guard knows to that.

And the day is coming when a radio station won't go on a list . . . unless it can sell goods at a low cost. Smart advertisers will see to that.

We're looking forward to that day.

W-I-T-H didn't become the successful independent in a five-station town because it had glamour identification letters.

W-I-T-H was founded when a station was judged by its results. You'll find it true again tomorrow that W-I-T-H is the big buy in Baltimore, when the race to sell goods in this sixth largest market really gets under way.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* · *Represented Nationally by* Headley-Reed

Porter Hints Closer Program Check

FCC Head in Favor Of Pioneering New Fields

(*Continued from page 17*)

at the conference in 1924, the distinguished Secretary of Commerce and future President had another try at predicting the future of this dynamic industry when he said:

I believe the quickest way to kill broadcasting would be to use it for direct advertising.

Please don't misunderstand me. The only point I am trying to make is that prophecy is really a dangerous undertaking. But Mr. Hoover, as is well known, is a very persistent individual. Again in 1925 he had his final fling at this pastime when he said:

. . . Advertising in the intrusive sense will dull the interest of the listener and will thus defeat the industry. Furthermore it can bring disaster to the very purpose of advertising if it creates resentment to the advertiser.

And this particular prophecy was made, mind you, before the days of the singing commercial.

Now I sincerely hope I do not subject myself to the charge that I have made an attack on advertising, free enterprise or private initiative, because I have quoted Herbert Hoover. His early forecasts on the future pattern of broadcasting as he saw it 20 years ago have not come to pass.

Today, however, many influential and responsible broadcasters have expressed to me deep concern over what they themselves describe as an alarming trend toward "excessive commercialism". They see, as do many of us who have studied the great progress of this industry, developments which unless checked may lead to real difficulty in the future. I have been told, as I am sure many of you have, that somehow there must be a determination as to whether broadcasting is simply going to operate as an advertising and entertainment media or whether it will continue to perform in increasing measure public service functions in addition. As far as I'm concerned I want broadcasters themselves to provide the answer to that question. It seems to me the cloud on the horizon is bigger than a man's hand and I know that responsible broadcasters see it and are concerned about it.

Naturally you are asking yourselves the question as to what extent the Commission may propose to inject itself into this particular field. I wish I could tell you the answer to that one but I can't because I don't know. I am familiar with all the arguments about the government keeping its rude, bureaucratic hands off of anything that smacks of program control and I am in agreement with most of those arguments. I am likewise conscious of the limitations imposed by Congress in the statute with respect to matters involving censorship and am fully aware of the dangers of any government agency, legislative or administrative, toying with standards of program content.

But under present circumstances one of the issues involved has taken a different form and it has been laid right on the Commission's door-step. Briefly the facts are these: an applicant seeks a construction permit for a new station and in his application makes the usual representations as to the type of service he proposes. These representations include specific pledges that time will be made available for civic, educational, agricultural and other public service programs. The station is constructed and begins operations. Subsequently the licensee asks for a three-year renewal and the record clearly shows that he has not fulfilled the promises made to the Commission when he received the original grant. The Commission in the past has, for a variety of reasons, including limitations of staff, automatically renewed these licenses even in cases where there is a vast disparity between promises and performance.

We have under consideration at the present time, however, a procedure whereby promises will be compared with performances. I think the industry is entitled to know of our concern in this matter and should be informed that there is pending before the Commission staff proposals which are designed to strengthen renewal procedure and give the Commission a more definite picture of the station's overall operation when licenses come up for renewal.

New Public Service Methods

I have no present views as to what further steps should be taken when it appears from the record in a specific case that an applicant has completely disregarded the representations upon which he obtained his original grant. Obviously no one would advocate that the representations made in the original application constitute a rigid blueprint for the future. Experience will dictate new and superior methods of performing public service. But in cases where commercial opportunities cause the complete abandonment of other services which he has agreed to perform a different question is raised. I am not charging obviously that broadcasting generally has tossed public service out the window. We all know that is not true. What I am saying is that there seems to be a growing body of responsible opinion that believes that the public functions of broadcasting may become submerged by commercialism.

Under these conditions, I submit to you that in a case such as I have described, the Commission is confronted with a real problem. Are we of the Commission to assume that the statutory standard of public interest becomes a mere negative presumption and that as long as the licensee violates none of the specific prohibitions against obscenity, lotteries and the like, the regulatory authority is not to inquire further into the licensee's general performance? I do not believe Congress so intended—or at least some individual members of the present Congress are looking to the Commission for some clarification of policy in this respect.

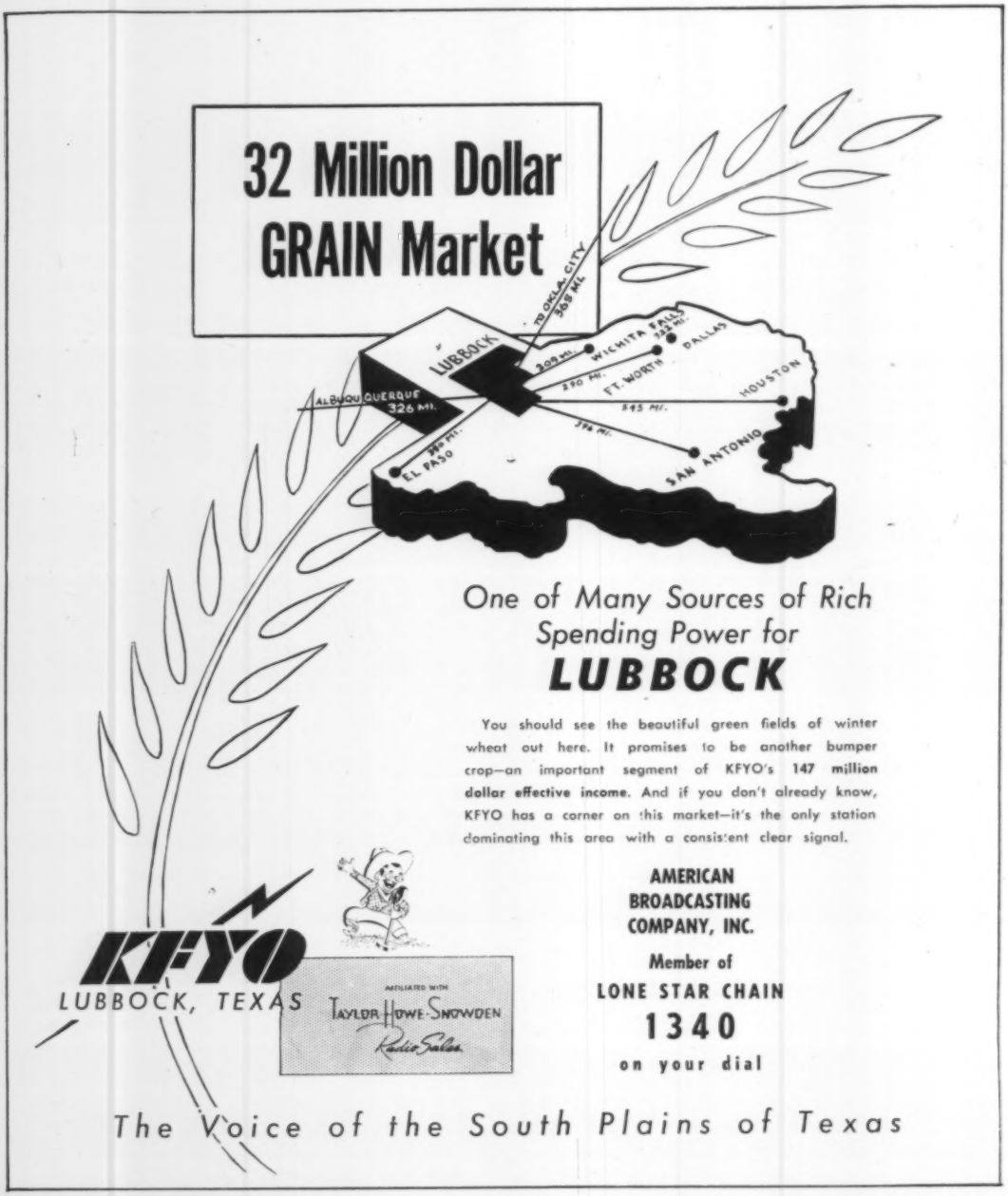
We all recognize the important part played by broadcasting in the war program. None should seek to detract from the vast contributions which have been made by the networks and a great majority of the individual stations. Perhaps I have become sensitive to what seems to be an increasingly critical atmosphere because I have only recently become exposed to it but, believing as I do in the great potentials of this industry, it is my personal view that broadcasting can never be content to become merely adequate. It can and must continue to seek new and more engaging methods to win and maintain public approval. And in evaluating public approval, it seems to me, the tastes and interests of minorities must be taken into account.

Above all, it seems to me that it is no good to merely resent criticism. The nature of broadcasting is such that the listeners feel a proprietary interest in its operations and, I recognize too, that it is often true that the sins of a few are charged against the industry as a whole. But the obvious course is to seek to remove the cause of justified criticism.

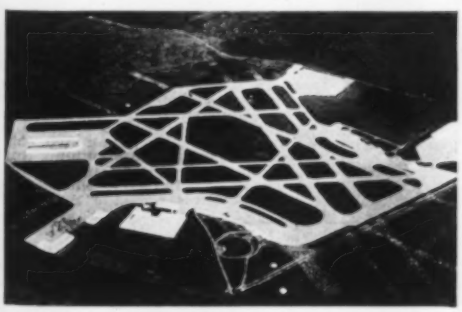
That is my personal position, as I have indicated, that it is far better for broadcasters themselves to take whatever actions may be necessary to eliminate the causes of general public dissatisfaction. I would view with grave reluctance attempts to legislate in detailed standards in the field of the public service obligations of broadcasting. I have grave doubts not only as

BMI Names Marlin

ALBERT W. MARLIN has been named midwest field representative of Broadcast Music Inc., New York, replacing Don Mathers, who has joined KDAL Duluth as program director. Mr. Marlin was formerly program director of WHAS Louisville, and for 10 years served as general manager of WMAS Springfield, Mass. With headquarters in Kansas City, Mr. Marlin will serve stations in Ohio, Illinois, Indiana, Minnesota, Michigan, Kentucky, Tennessee, Missouri, Iowa.


32 Million Dollar
GRAIN Market
LUBBOCK
70 OKLA. CITY 368 MI.
WICHITA FALLS 324 MI.
DALLAS
393 MI.
290 MI.
FT. WORTH
HOUSTON
ALBUQUERQUE 326 MI.
345 MI.
394 MI.
390 MI.
EL PASO
SAN ANTONIO
One of Many Sources of Rich Spending Power for
LUBBOCK
You should see the beautiful green fields of winter wheat out here. It promises to be another bumper crop—an important segment of KFYO's 147 million dollar effective income. And if you don't already know, KFYO has a corner on this market—it's the only station dominating this area with a consistent clear signal.
AMERICAN BROADCASTING COMPANY, INC.
Member of
LONE STAR CHAIN
1340
on your dial
KFYO
LUBBOCK, TEXAS
AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales
The Voice of the South Plains of Texas

Forerunner OF A GREATER FAST-GROWING SOUTHERN MARKET



10,000-FOOT PARALLEL RUNWAYS TO HANDLE 180 COMPLETE TAKEOFFS AND LANDINGS EVERY HOUR . . . . . .

A terminal building 3,500 feet long . . . with 30 plane stations! Such is the size of this huge proposed airport, much of which is already completed. It will help make Nashville a hub in the nation's great airlanes and a cross-roads for international air systems.

This airport . . . even now one of America's finest . . . will, when completed, be one of the largest and most magnificent ever planned . . . further indication of the continuous expansion of the profitable market served by WLAC.

Tell your story to the hundreds of thousands of industrious families whose prosperity today is but a forerunner of tomorrow's greatly inceased buying power.

Take a tip . . . follow the airlanes to the ever-growing Nashville market area.

WLAC
NASHVILLE

50,000 WATTS

REPRESENTED BY THE
PAUL H. RAYMER CO.

"Gateway to the Rich Tennessee Valley"

to the propriety but as to the practicability of spelling out by mathematical formula or some other device the general methods which broadcasters should follow in discharging their public service functions.

Want Free Broadcasting

The question of freedom of broadcasting is involved and those of us who feel deeply about this subject want broadcasting to remain free because it deserves to and not simply because it may under our system be entitled to claim some kind of special immunity from enforced standards of conduct.

What I have said lacks specificity. And I have been general on purpose. But I think responsible broadcasters are aware of the nature of the problems to which I have alluded. I have attempted to call attention to considerations which I know are of concern to you, to increasing segments of public opinion, to the Congress and the Commission. I have no suggestions as to any general remedy. I think the answer rests primarily with the broadcasting industry and it is my hope that there will be honest public discussion on basic questions of policies and procedures and that action will follow which will make it apparent to all that broadcasting can and will perform those functions which Congress intended it to perform and which its licenses require of it.

I do not believe that there is a broadcaster in the sound of my voice who does not agree that if public clamor against certain practices continues, there is a very real danger that the solutions which might be proposed would be more severe than the realities of the situation require. Broadcasting of the past has been a great and growing force in America; broadcasting of today is making notable contributions to public welfare; broadcasting of tomorrow—my formal subject this evening—will be what you as individual broadcasters make of it.

Other Problems Ahead

There are a few other problems which I would like to mention that lie down the road not too distant. The Commission will soon be required to consider definite licensing policies with respect to television, FM and other new services. Certain contours of these policies have already been developed, with particular emphasis on avoidance of monopoly or centralization of control or whatever term you may wish to apply. With these principles I am in complete accord and I think you are, too.

There is one basic conception I would like to emphasize. Broadcasting has come of age. I think you gentlemen as leaders of the industry know that it can stand on its own feet now and need not rely upon heavy aggregations of outside capital for future development. Those of you now in this field, plus independent newcomers who propose to bring to broadcasting their skills and talents rather than merely their accumulated funds, can I think carry broadcasting to the new heights which the engineers and technicians have mapped out.

To be more specific, sound public policy would, in my judgment, oppose large sums of Wall Street money or any other funds coming into broadcasting as a purely speculative venture. A new empire of the ether—the spectrum space for FM and Television—is about to open up. The way applicants are lining up at the barrier waiting to go is somewhat reminiscent of the Oklahoma Territory at noon April 12, 18[illegible] I do not know when the signal gun w[illegible] be fired. It will be soon, I hope. B[illegible] for the proper development of th[illegible] valuable new empire, I think we wa[illegible] to exclude the speculators, the hi[illegible] pressure promoters and others who a[illegible] looking merely for a quick turnover. [illegible] sound licensing policy will welcome th[illegible] true homesteader and should of[illegible] grants only to those who want to tak[illegible] up permanent residence in this new em[illegible] pire, cultivate it and improve it an[illegible] generally operate it in the public in[illegible] terest. And as far as I am concerne[illegible] I am looking to broadcasters—th[illegible] proven pioneers—as the ones who w[illegible] take the lead in the great developmen[illegible] that lie ahead. And I conceive it to [illegible] the duty of the Commission to pro[illegible] vide every encouragement to that en[illegible]

Protection Against Monoply

The reasons of public policy agains[illegible] purely speculative raids on broadcast[illegible] ing from any source are clear. Congre[illegible] when it wrote the Communications A[illegible] of 1934, was concerned with diversifi[illegible] tion of control over a great new instru[illegible] ment for moulding the thoughts an[illegible] habits of the nation. Congress didn[illegible] want control in the hands of any fe[illegible] eral agency, and it didn't want contr[illegible] concentrated in the hands of any pr[illegible] vate monopoly. So it wrote anti-monop[illegible] oly provisions throughout the Act an[illegible] those provisions are still in force an[illegible] effect. You are familiar with the presen[illegible] requirements as to multiple ownersh[illegible] of FM and Television stations, and [illegible] the past efforts of the Commission [illegible] create competitive conditions in a fie[illegible] limited by physical facts of allocati[illegible] This protection against monopoly, [illegible] seems to me, while primarily for t[illegible] benefit of the public, also protects t[illegible] independent broadcast station operat[illegible] who compose the chief membership [illegible] this association and who have co[illegible] tributed so much to the developme[illegible] of standard broadcasting as we know [illegible] today. There is a corresponding respo[illegible] sibility, accordingly, on the presen[illegible] broadcasters, to move forward with t[illegible] advance of the art and to bring to t[illegible] public the fullest possible service on t[illegible] new bands which will soon be open[illegible] up for FM, television, facsimile, a[illegible] the other new services.

I don't mean to suggest, of cours[illegible] that existing broadcasters are to be pr[illegible] tected against all newcomers in FM te[illegible] vision, or other new fields, and I don[illegible] think broadcasters want any such pr[illegible] tection. The proposal of the FM Broa[illegible] casters that the FM band be widen[illegible] to 80 or 100 channels and that educ[illegible] tional broadcasting be provided for [illegible] a clear indication that the basic philos[illegible] phy of the free competitive field [illegible] broadcasting is not only the policy [illegible] Congress and of the Commission, b[illegible] of forward-looking broadcasters as w[illegible]

The basic principles of diversificati[illegible] of control and individual-licensee r[illegible] sponsibility are now so well understo[illegible] and widely accepted that we have t[illegible] opportunity to build FM and televisi[illegible] soundly from the beginning if we ha[illegible] the wisdom to profit by experience.

In the early days of standard broa[illegible] casting, these principles were not [illegible] well understood; and so various concen[illegible] trations of control arose which, as y[illegible] know, have been eliminated only wi[illegible] some difficulty. Unscrambling that sit[illegible] ation has been—and is—no easy ma[illegible] ter, as the industry, the Commissi[illegible] the Congress and the Supreme Co[illegible] know.

Better Informed Congress

Fortunately, both for the Commis[illegible] and for the industry and for the pub[illegible] we have today a Congress which is p[illegible] haps better informed with respect [illegible] broadcasting than its predecessors w[illegible] A long succession of hearings, first [illegible] the White Resolution and then on [illegible] Sanders Bill and then on the Wher[illegible] White Bill and then the Select Co[illegible] mittee to investigate the FCC, in[illegible] spersed with annual hearings before [illegible] House and Senate Appropriations C[illegible] mittees and of course the perennial [illegible] trillo hearings—these sessions have c[illegible] tainly made the Congress expert in [illegible] problems which we face together. I [illegible] accordingly not too much to hope th[illegible] during the critical period of plan[illegible] ahead, the industry, the Commis[illegible] and the Congress can each in its o[illegible] sphere work towards a sound broadc[illegible] ing structure for the future.

I mentioned how much harder [illegible] to undo the mistakes of the past t[illegible] to build right from the beginning. [illegible] example is the hearings which the C[illegible] mission has announced on the [illegible] channels for May of this year. The [illegible] for this hearing can be clearly sta[illegible] According to the best data curre[illegible] available to the Commission, appr[illegible] mately 38.5 percent of the area of [illegible] continental United States lies ou[illegible]

Nominations Are Sought For Bernays Radio Prize

NOMINATING blanks for naming programs to be considered for the $1,000 Edward L. Bernays Radio Award went to 350 radio editors throughout the nation this week. Under sponsorship of the Ohio State University Institute for Education by Radio the award will be made in May.

Editors are asked to name the individual they believe responsible for the program or series doing the most to further democracy in America during the year ending March 1, 1945.

Judges are Norman Corwin, H. V. Kaltenborn and Raymond Swing.

BLANKET BUFFALO WITH

WEBR

AND YOU COVER THE WESTERN NEW YORK MARKET AT

Lowest Cost!

HERE ARE THE FACTS: 65% of the population and 70% of the total retail sales of the eight-county area in Western New York are concentrated in metropolitan Buffalo . . . . . well within WEBR's primary service area.

BUFFALO Courier-Express STATION

WEBR

MUTUAL NETWORK

Nationally Represented by Weed & Co.

1

2

3

4

For Outstanding

ACHIEVEMENT

1. For the past two years (and in three out of the past six years) Oklahoma Publishing Company owned Mistletoe Express Service has been awarded the National Safety Council award for fleets, a record unapproached by any other fleet operator.

2. When WKY set up its farm service department, Claude H. Wickard, Secretary of Agriculture, wrote, "I don't see how you could improve it." This is but one of the hundreds of similar expressions that come to WKY each year for its outstanding service to Southwestern listeners.

3. No plaque, no award, however elaborate, can measure up to the constant flow of pencil-scrawled letters which pile high on the desks of Farmer-Stockman editors from farm men and women who say: "The Farmer-Stockman is the best friend we farmers have."

4. Recognition for The Oklahoman and Times over the 56 years of their history has come many times. Typical of these honors is the election of their publisher to the directorate of the AP for the fifth consecutive year and his more than 12 years of service as director of the Southern Newspaper Publishers Association.

OKLAHOMAN & TIMES ★ MISTLETOE EXPRESS ★

For a complete coordination of selling effort in the Oklahoma City market, the four lane approach of The Oklahoma Publishing Company delivers a punch unparalleled in modern merchandising history. Each a powerful factor for moving goods in its own right, the combined weight of The Oklahoman and Times, The Farmer-Stockman, radio station WKY and Mistletoe Express gives any campaign a follow through that sells and sells and sells.

★ WKY ★ FARMER STOCKMAN ★

The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY

NORTH CAROLINA
IS THE SOUTH'S
No.1 INDUSTRIAL STATE

WPTF
(CARRYING N.B.C. WITH 50,000 WATTS AT 680 KC)
IS NORTH CAROLINA'S No.1 SALESMAN
WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

the daytime service area of any standard broadcast station; in this area live more than 10,000,000 people who are thus without daytime radio service. At night nearly 57 percent of the area of the country lies outside the primary service area of any standard broadcast station; and hence the 21,000,000 people residing in these regions must rely on a relatively inferior secondary service. This is an intolerable situation for a country with our great resources and technical capacity. The condition is particularly aggravated when you consider that the millions who have no service or only inferior service are precisely those isolated rural families which of necessity must rely the most on radio for their contact with the outside world. I want to emphasize that the decision to reopen the clear-channel issues, with special attention to the Congressional mandate to insure a nationwide radio service was a unanimous decision. I know of no one in the Commission who does not recognize the need for a reappraisal of this problem.

If we were starting from the beginning in standard broadcasting, as we are in television, for example, the Commission's engineers and the industry engineers could sit down and draw a master plan of allocation which would theoretically meet the service requirements of the entire country, both rural and urban. But of course we all recognize the difference between starting **de novo** and doing the best we can within the limits set by the existing situation. Just because an engineer's chart might show that wider coverage could be obtained by moving a clear channel station located on the coast to an inland site, does not mean that all things considered public interest would require such a shift. But I hope we will have the opportunity to look at many possibilities and I want to assure you that the Commission is determined to consider all relevant factors—social, economic, day and night coverage, rural and urban coverage, considerations of an equitable distribution of facilities and similar considerations even before it reaches tentative conclusions.

No Advance Commitments

What I am asking is full and complete cooperation of all interested elements in building a record from which sound conclusions can be drawn. The allocation hearings just closed were a magnificant example of the way in which industry and government can pull together in reaching an agreement at least on the facts upon which conclusions may be based. There were, of course, some exceptions in the allocations hearings—a few problems too tough to achieve agreement even on the facts. But, in reviewing the spectrum from 10 kilocycles to 30,000,000 kilocycles, the amount of agreement reached is amazing—thanks principally to industry cooperation in building the record. NBC and CBS for example both applauded the television allocation. So the day of miracles is not past. I am hopeful that similar cooperative efforts will characterize the clear-channel hearings and from the way we are started I think they will.

I want to say to you further and with all earnestness that the Commission faces the clear channel problem with no advance conclusions or commitments. So far as I know, we are completely open-minded. We want first of all to determine what the nation-wide service picture really is. The latest survey on that subject is already seven years old and was challenged as inadequate even when it was made. We want a picture of what is technically possible from an engineering point of view. And we want all the other facts in addition to engineering data which bear upon the subject. With such a record, it should be possible for the Commission to reach conclusions which would bring service to the underserved millions without doing violence to the American system of broadcasting or the legitimate interests of any particular broadcaster.

FM Effect Uncertain

The clear-channel group of broadcasters, the four networks and all other interested parties who have something to contribute can be of genuine help by coming in with really constructive proposals for improving the present situation. Such proposals might involve the relocating of some facilities, changes in power upward or downward, duplicate operation on clear channels, changes in antenna design or any other proposals directed toward the objective of obtaining a really nationwide service. It is my belief that we'll come out with a much sounder solution if we have constructive proposals from the industry to consider, rather than having a record filled with attempts to explain why so many of the channels which were cleared with such great difficulty in the late 1920's are now rendering their primary service to the residents of fully-served urban centers.

I've been asked why there was no issue written into our clear-chan order. The answer, in part at least that it's still too early to determine effect of FM on AM broadcasting the highly unlikely event that FM plants AM altogether in the next years, of course, the problem solves self. I don't think anyone seriously lieves that's what will happen—cert ly not the people who have been bu standard broadcast stations lately the somewhat more likely event after a period of years enough broadcasters have established th selves so firmly in FM that they don't seek renewal of their stand broadcast licenses, it may be poss to solve the clear-channel problem creating some more clear channels the holes that are thus left open. even that solution is conjectural lies in the indefinite future. It's l comfort to the underserved millions day to tell them that some day FM solve all the problems of stand broadcasting. That's why we're open the clear-channel problem now, leaving the effect of FM on clear ch nels to the future. I need not rem this group that, under the legislat which Congress enacted in 1927 and enacted in 1934, a radio channel is p lic domain, and not private prope Congress could hardly have stated fact more explicitly when it provide and I quote the Congressional guage—for "the use of channels, not the ownership thereof, by per for limited periods of time, under li ses granted by Federal authority, no such license shall be construed create any right beyond the terms, ditions, and periods of the licen The Commission, in setting the t and conditions, must under the seek to establish a satisfactory ser for the entire country, and that is basic aim in the clear-channel hea

In conclusion, I have only one point. The opportunity presented presence of members of Congress is tempting to refrain from a little lo ing. I want to lobby quite openly quite frankly for a bigger and b FCC appropriation. And I am opti tic enough to hope that the broad ing industry, which is alleged to had some limited experience in thi tivity, might offer some assistance cause I think I can prove to you it is to our mutual advantage that licensing facilities of the Comm be expanded and improved.

Would Do Better Job

Mr. Speaker, I hasten to point o the gentlemen of Congress that I read Section 201 of Title 18 of United States Code which makes penal offense to use appropriation

GENTLEMEN
Be Seated!

WHEN FCC CHAIRMAN Paul Porter was given a rising ovati following his introduction to t NAB audience in Washington la Tuesday night, he quickly wav the standees down, and commente "I thought that rule was abolished Just about his first official a after taking over the Chairmansh three months ago, was to drop t "stand up" rule when the FCC e tered — whether at Commissi meetings or at hearings.

At the head-table were Co missioners E. K. Jett and P A. Walker; Eliot Lovett, preside Federal Communications B Assn.; Senator Reed (R-Kans. Senator Tunnell (D-Del.); NA President J. Harold Ryan; Cam bell Arnoux, WTAR Norfo Fourth District director; Chairm Porter; Speaker Sam Rayburn Rep. Lea (D-Cal.), chairman the House Interstate & Forei Commerce Committee; Commissi ers Norman S. Case and C. J. Du More than a score of members the Senate and House Interst Commerce Committees were din guests.

first *in War!*

In KGW's unique "Now Take My Case" program the public gets the answers to wartime problems direct from representatives of government agencies involved. A lady, stumped by her income tax, gets help from an Internal Revenue expert. A war worker calls on the WHA man for help in finding a home and so on . . . another fine example of public service . . . a **national** FIRST for KGW!

first *in Peace!*

Back in 1925 KGW broadcast a debate . . . set the pattern for the radio forums of today. An Oregon team argued the affirmative from the KGW studios, a Stanford team gave the negative from an Oakland, California station. It was the **first** broadcast of a debate, **first** program on the coast to originate from widely separated stations. Thus KGW blazed the trail for a better understanding of the problems of government by the American people.

first *in Audience Influence*

Case after case can be cited of KGW's leadership year in and year out for 23 years. KGW is ever alert to the needs of its vast listening audience throughout the Pacific Northwest. This consistent policy has established unusual listener loyalty. In KGW the timebuyer selects the Portland station selected by the people.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC

pay for personal services to influence members of Congress to favor or oppose legislation and I have a legal opinion that since I am doing this on NAB time and at their expense, the statute does not apply.

My purposes in seeking a larger appropriation for regular activities—not just a slightly larger appropriation but a much larger appropriation—do not arise from the pride of a bureaucrat who wants a bigger staff or more luxurious assistance, but stems from an honest conviction that the better the job the Commission does, the better not only the public but the industries which the Commission regulates will be served. Let's take a few examples.

The Commission urgently needs more personnel to process broadcasting applications. On the very day the War Production Board gives the green light for civilian station construction, the Commission will be besieged for prompt action on some 500 applications for new FM stations (more than 350 of these are now on file), almost 100 television applications now on file and many, many more to come in these and other services. We estimate that when manpower and materials become available our licensing work will be increased 10-fold over the rate that prevailed before the war.

Even if procedures are drastically revised and every effort made to simplify and stream-line, the mere administrative burden of discharging our statutory functions in determining the legal, technical, financial and other qualifications of applicants will be enormously increased.

Many of you broadcasters here have applications pending. Perhaps you have been consulting with Members of Congress with a view of expediting them. I hope you have. There are many others in the industry who have been waiting for a termination of the war in order to improve existing facilities or build new stations. Considerable sums have been invested in preliminary engineering and legal work, money has been expended on sites and other preparatory and development expenses have been incurred. After months of waiting and planning you and other broadcasters will want and expect and deserve prompt service from the Commission.

Frankly, you are not going to get it unless the Commission has the opportunity to expand its facilities and personnel to give this service. All of you are familiar with the amount of work necessary to bring even an uncontested application to final decision. This is not the place to debate whether all the procedures in effect are essential but I think there will be agreement at least on the necessity of the Commission making an adequate review of the proposals it receives. Then think about the 350 FM and 100 television applications, with many more to come when the green light flashes. Then I will ask you to make a mental estimate of the number of engineers we now have on hand to process them. The Non-Standard Broadcast Section of our Engineering Department is responsible for processing these applications. But, in addition to television and FM, this section also has responsibility for international broadcasting, facsimile, studio-transmitter link and other miscellaneous categories. And the section which has all these duties is composed at present of precisely three engineers.

We are reviewing our work-load, present and anticipated, with a view of asking Congress for a supplemental appropriation in order that those who have post-war plans about communications, including broadcasting, will not be held up by the Commission. Our goal in broadcast matters is to give the industry and the public a 30-day speed of service on all applications which can be granted without a hearing and a 90-day speed of service where a hearing is necessary. If we achieve this goal the development of post-war broadcasting will be expedited, employment opportunities created for returning veterans and others and when final victory over our enemies is achieved we should be ready to move forward without undue delay.

It is a source of embarrassment to those of us at the Commission to have to explain to members of Congress and applicants why the matters in which they are interested have been pending for months without action. Frankly, we all have gotten a little weary of having to apologize. We are now going to estimate our work as accurately as we can and submit a plan to the Budget Bureau and Congress which will be designed to achieve the goals we have set for outselves. And I have every confidence that Congress will view our requirements sympathetically.

Quality of Service

Speed of service is only one aspect of the problem in which broadcasters should be interested. There is also the question of quality of service. FM, for example, is being widely advertised to the public as an interference-free service. It is also being urged as the final solution to all the ills of broadcasting all the way from the need for more free speech to the question of what to do about clear channels. I hope it fulfills these expectations and I believe it has a real chance to do it. But the achieving of these or any other ends will depend in good measure upon the soundness of the Commission's basic rules, its Standards of Good Engineering Practice and the proper application of these technical rules and standards in particular cases. The standard broadcast band today is an eloquent example of how badly such problems were handled 20 years ago. An effort must be made to get the technical rules and standards as near right as possible the first time rather than to try to unscramble the omelet at some future date.

Accordingly, as soon as the allocations are out of the way, the Commission's technical staff will get into the job of developing the soundest possible technical rules and standards to match. Of course, we want to do the best possible job. That means more engineers and the best engineers to be had. It means also a strengthening of the legal and accounting departments.

When we submit revised estimates for these important purposes we may have to get a little more money for research. I am not talking about the kind of research that is performed in the great laboratories of this industry. But we need a sufficient staff of competent experts to coordinate the results of private research wherever it is important for the industry as a whole and applicable to the functions of the regulatory agency. Those of you who sat through the allocations hearings know how frequently an important issue turned upon the answer to a particular question—and nobody knew the answer. As Major Armstrong put it at one point, the Commission was in a position of having to predict or guess what was going to happen at the height of the next 11-year sunspot cycle. There were many other examples where intelligent research would have been vastly superior to argument in answering difficult questions.

In the Technical Information Di-

IRE Seeks Funds

BROADCASTERS are being asked to contribute in accordance with the power of their stations to the $500,000 building fund of the Institute of Radio Engineers. J. R. Poppele, chief engineer, WOR New York, chairman of the broadcast division of the initial gifts committee of the fund, has written all stations regarding the campaign, asking stations with power of less than 750 w to contribute 10 cents a watt, and stations of more than 750 w to contribute five cents a watt.

REUNION in France was a happy affair for (l to r): William S. Brooks, NBC director of news and special events; Lt. Col. Howard Nussbaum, PRO for radio 12th Army Group and former NBC producer; John W. Morrissey, NBC engineer who was sent abroad for D-Day and is now attached to NBC's Paris headquarters. Mr. Brooks met "Cousin Omar"—Lt. Gen. Omar N. Bradley, commander U. S. 12th Army Group—who Bill's mother told him to be sure to look up when he got to Europe.

The 27% BIGGER VOICE

Yes, in San Antonio, WOAI's nighttime voice is heard by 27.1% more listeners than the average for NBC stations in 1077 cities, as established by NBC's 1944 Nationwide Survey of Listening Habits!

Contrasted with WOAI's immense popularity among hometown listeners, all other San Antonio network stations fell far below their own network nighttime averages for the same 1077 cities.

This outstanding listener preference helps explain why — year in and year out—WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

WOAI
San Antonio

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN

Represented Nationally by
EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

"Neither snow, nor rain, nor heat, nor gloom of night shall stay these couriers from the swift completion of their appointed rounds."
— HERODOTUS

CALL THAT SWIFT, HERODOTUS?

You remember Roddy, surely. New York remembered him for his tribute to the runners of Marathon, Thermopylae, and Salamis, circa 430 B. C., by graving it upon the architrave of the mid-city post office.

"Swift completion of their appointed rounds," eh? That may have been fast in the fifth century B. C., but radio now makes the rounds of the earth in one-seventh of a second. In less time, in fact, than it took a courier to lace the latchets on his sandals. Instantaneous!

Radio is the fastest means of putting messages before vast numbers of the population. Messages from the world's battle-fronts. Messages about the need for buying war bonds and *more* bonds. Messages from advertisers about the goods and services they have to offer. Radio advertising is so flexible that its messages can be made to conform, where need be, even with the changing weather!

"Vast numbers of the population" is no exaggeration. In the primary areas of the stations of Westinghouse alone, there are 18,000,000 folks with fat purses, and the normal, human impulse to open them . . with proper urging. Consult our National Representatives, listed below, for availabilities or other information you may wish.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Where to make Sales at a Profit

On the basis of sales-per-dollar, WSIX is prepared to do a job that will open your eyes even in today's new appreciation of radio advertising.

Advertisers and agencies who check returns have consistently found WSIX a highly profitable medium for covering the Nashville market.

Because WSIX has the listeners . . . and the listeners have the money to spend for the things they want.

The Katz Agency, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 K C

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

sion of the Commission, where research of this general character is centered, we find again only three engineers.

There are other important fields of non-technical research that could be explored with profit. Questions of social and economic policy are too often based upon the predilections of the individual rather than upon facts. (My earlier remarks this evening may be cited by some as an evidence of that conclusion.) But back in 1938, Senator Wheeler introduced a bill to establish a Director of Research within the Commission and so I take no credit for the idea. However, I am of the firm opinion that every dollar spent upon the proper kind of research in communications will be returned many times in terms of better service to the public, a more informed attitude by the regulatory authority and perhaps result in a more stable foundation for the industries involved.

Finally, an increased appropriation is only one phase of getting ready to do our job properly and promptly; finding the right men to fill the jobs is another. Today, of course, all the money in the world wouldn't get us the engineering talent we need. Radio engineers are largely in the armed forces or engaged in vital war communications work. But as these men are released the Commission will want and need the services of some of them. I am hopeful, indeed, that the Commission at the proper time can sit down with the Army Signal Corps and the Office of Naval Communications and work out an arrangement whereby our employment needs will be geared into their demobilization policies. In that way a qualified veteran could walk into the Commission the day he was discharged from the armed forces and find a desk ready and his work laid out.

Time does not permit discussion or exploration of many other problems which lie ahead. I can only say that we have our work cut out for us. In addition to winding up the frequency allocations above 25,000 kilocycles and bringing out a proposed report below 25,000 kilocycles, and devising rules and standards of good engineering practice for the new services involved, we also have the clear channel hearing in prospect. Moreover there is the complex question of international communications and the proposals for a consolidation or merger of these carriers. If that completed the agenda for the immediate future, it would be enough. But there's the question of what to do about international broadcasting when OWI is no longer in the field and we must consider that. Added to that is the question of what new communications legislation should be recommended to Congress. And, of course meantime, we must help prepare for the Inter-American Radio Conference at Rio de Janeiro in June and perhaps a world telecommunications conference thereafter. And always—always right ahead of us are the hundreds—and perhaps thousands—of broadcast applications staring us in the eye demanding attention when the freeze is thawed.

It indeed looks like a busy spring ahead!

Cine-Television Labs

CINE-TELEVISION Studios Inc. has completed its television program production laboratories in the Grand Central Terminal Bldg., New York, and has moved its offices to permanent space adjoining the studio, Fred H. Fidler, president, announced last week. Company has been retained by several advertisers for video experimentation. Its distribution division, Motion Picture Networks, is expanding its screen advertising activities to include minute movies in 12,000 theatres and non-theatrical distribution of longer sponsored films. Yasha Frank, co-founder, has been elected vice-president in charge of production. Robert A. Jenkins, former executive vice-president, Council for Democracy, is vice-president and general manager. V. Henry Rothschild 2d is secretary. Fred Waller, president, Vitarama Corp., will act as consultant on technical and production matters. Doris Leroy continues as consultant in the educational film field.

REAL TEAMWORK is exemplifi here, as four networks are re resented on an Army broadca using Navy facilities. Interview on the CBS-*Admiral World Ne Today* was Sgt. James R. Kra who was blown out of a Superfo ress over Japan and lived to t about it over the air. Aiding in broadcast are (l to r): Lt. Com Robert (Don) Thompson, officer charge, radio section, Navy PI formerly special events dire tor KPO-NBC San Francisco; Wal (Tim) Leimert, CBS commenta attached to Pacific Fleet; Lt. Br Dennis, program officer, who special events director of WG MBS Chicago; Capt. Ward D. grim, AAF public relations offi formerly of Don Lee and Blue; S Krantz. Engineer (not shown) Clark (Red) Sanders, Blue N work. Program was broadcast fr Navy's Pearl Harbor studios.

Copyright Music Co In Canada $159,3

CANADIAN RADIO STATI will pay $159,381 in 1945 for of copyrighted music, accordin a ruling at Ottawa, March 12. the Canadian Copyright Ap Board. This is an increase of ne $4,000 over last year. Fees based on 8 cents per licensed se Canadian Performing Rights ciety (Canadian ASCAP) an cent per licensed set to BMI (C ada).

CPRS this year will rec $141,672 as against $138,310 1944, and BMI (Canada) will ceive $17,709 as against $17 last year. CPRS had filed a s dule asking for $247,926, base 14 cents per set, but the war rate was upheld by the Copyr Appeal Board following prese tions of Canadian Association Broadcasters and Canadian Br casting Corp., before the boar January [BROADCASTING, Jan.

Blue Outgrows Space

FOUR BLUE network departm have been moved from the Bldg. in New York to the Ae Bldg. 33 W. 42d St., original h 23 years ago of WJZ, the B New York outlet. Move is attri ed to expanding personnel an tivities at the Blue. Departm and their chiefs, now installed their staffs at the new address cooperative program departm Stanley Florsheim; spot Ralph Dennis; television, Mowrey; and comptroller's A. D. Nicol. Telephone is consin 7-1737.

MORE agencies and advertisers j the Cooperative Analysis of B casting in January than in any vious month in CAB history, A Lehman, president, has annou Present membership totals 14 said, of whom 74 joined within last 10 months.

THREE MONTHS...

An interim report on some of the first things being done by the network that hastens slowly

For the past three months, Mutual's use of white space in the trade press has been devoted mostly to a plain exposition of new operating policies. We bragged not; neither did we promise miracles. We ventured to interpret nary a single rating trend. Except for noting a couple of rather spectacular newsbeats from the warfronts, our ads spoke simply of the easy, deliberate pace to which we've geared our progress.

Comes now, we believe, a proper time to report the state of the network and how it has changed during these three months. Some top advertisers and agencies have moved their business to Mutual. A few have departed. And some exceptional new program material has been signed.

1,042 NEW STATION-HOURS*

Look at the ledger first. Nine commercial programs were added, December through February, putting 1,042 more station-hours to work every week. Five sponsored shows, occupying 223 station-hours a week, were dropped during that period. And within the past few days we've signed 133 *more* station-hours a week in new business scheduled to start on Mutual soon.

Among Mutual's new (or returning) sponsors since December 1 are Carter Products, Chesapeake & Ohio, Coca-Cola, Kellogg, Textron, Seven-Up. Former shows have been lately replaced here by General Cigar, Semler, Van Camp. The agencies in charge of this expanded activity include Ted Bates; Calkins & Holden; D'Arcy; Erwin, Wasey; Kenyon & Eckhardt; J. Walter Thompson.

AGATHA, ARCH & COMPANY

Program talent coups comparable to the newsbeats mentioned above have been scored by Mutual's newly strengthened Program Department. Agatha Christie's best-selling mystery fiction came to life, exclusively on these airlanes February 22, in the person of Hercule Poirot. Mutual also acquired the script and direction skills of that master craftsman, Arch Oboler, whose original dramas for radio will tingle spines and tickle funnybones when his new series begins April 5. Add, also, to the popular music sky Mutual's two new singing stars, Curt Massey and Anita Ellis.

* * *

Don't let our recent reticence fool you; this network is on its way... UP. And, as we promised three months ago, we'll keep you posted from time to time on our progress.

This...is MUTUAL

*By station-hours, we mean 60 minutes of commercial time per station.

WGN inc. 441 North Michigan Avenue, Chicago 11, Illinois

February 3, 1945

Mr. William C. Hutchings
World Broadcasting System, Inc.
301 E. Erie St.
Chicago, Ill.

Dear Hutch:

I thought you would like to know how pleased we are that we bought the "Songs of Praise" program for WGN. As you know, we had been looking for a program of this type for about two years but had been unable to find one with which we were completely satisfied. The thing we did know was that our program schedule should include a program of [illegible] casting it for just a short [illegible] time, we have received something over 100 letters from our listeners [illegible] program and expressing the hope that we will keep it on the air permanently.

Not once have we asked, suggested or prompted mail from listeners. Every one received has been entirely voluntary. We have not made any energetic attempt to sell the program, because we wanted to put it on the air without any advance notice or publicity to see what kind of a reaction we would get. Judging from this mail indication, we will have no trouble whatsoever in selling the program and I thought you would like to know how pleased we are.

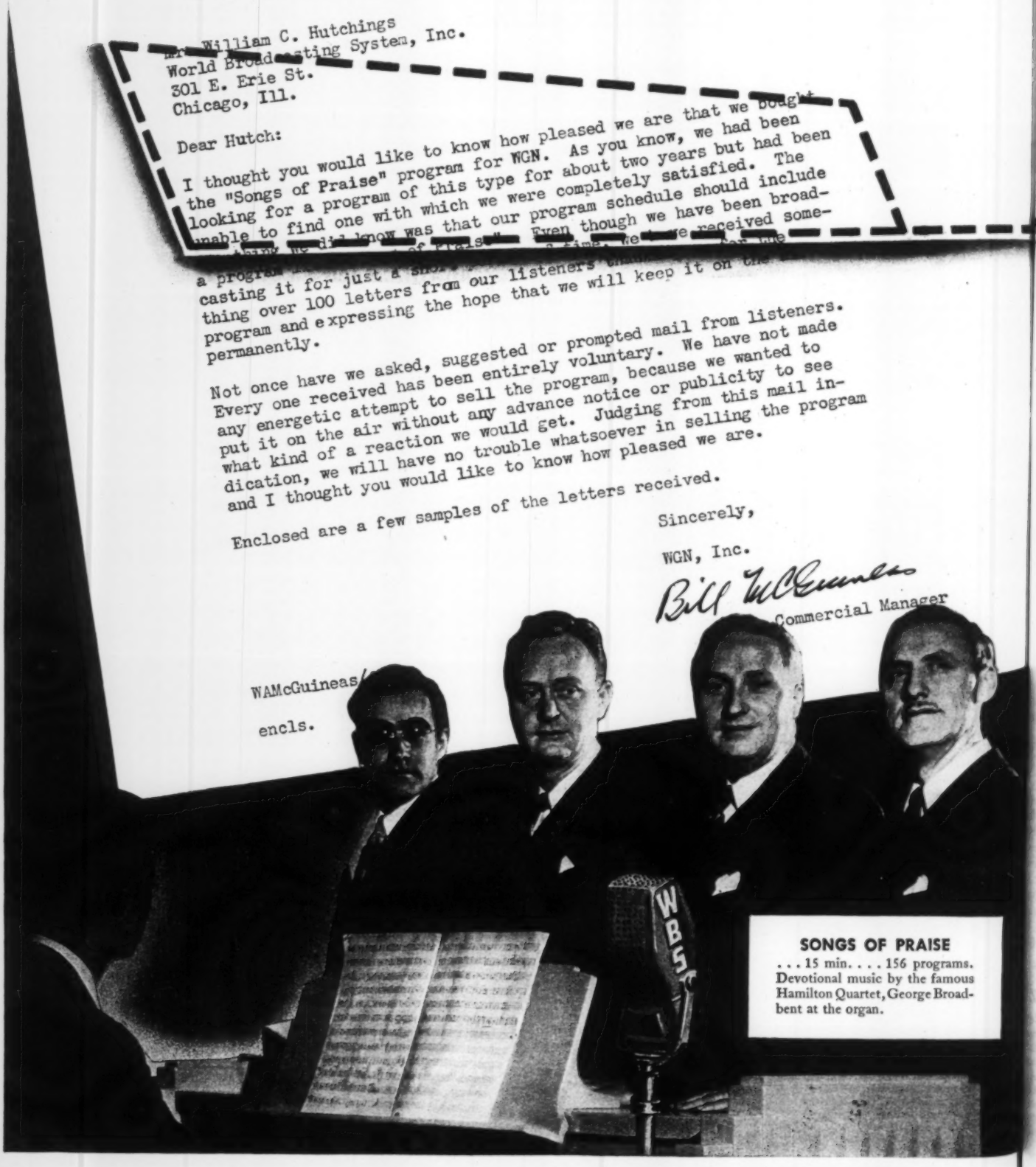
Enclosed are a few samples of the letters received.

Sincerely,

WGN, Inc.

Bill McGuineas
Commercial Manager

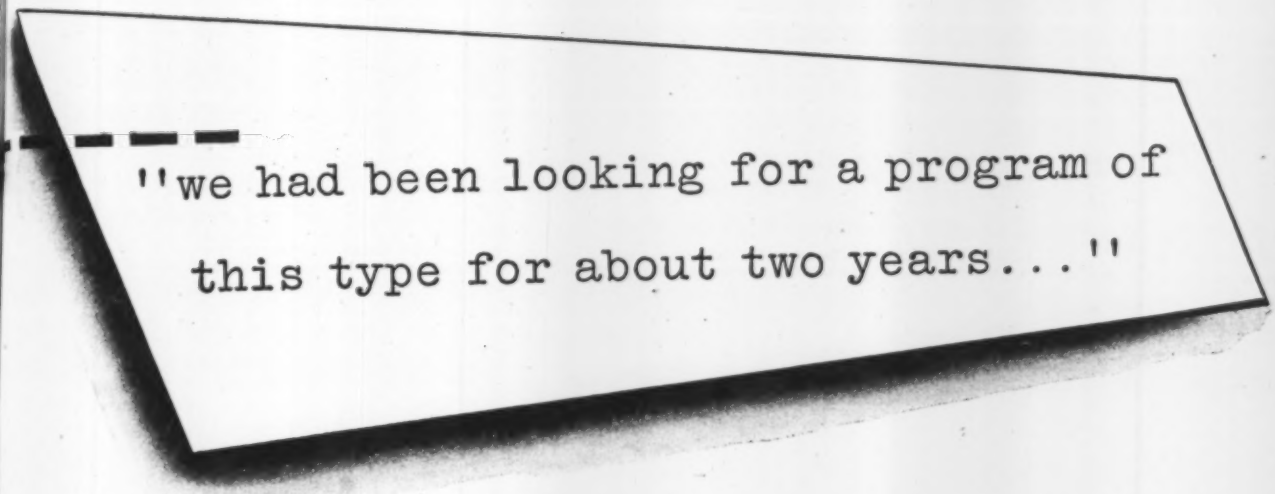
WAMcGuineas/
encls.



SONGS OF PRAISE
. . . 15 min. . . . 156 programs. Devotional music by the famous Hamilton Quartet, George Broadbent at the organ.

XUM

HERE'S WHAT WGN SAYS ABOUT THIS NEW WORLD FEATURE...



THIS letter is typical of the reports we're getting on the new WORLD FEATURES.

No wonder they're enthusiastic! These radio shows are right out of the top drawer—star talent, top notch writers, directors, producers. Above all, WORLD FEATURES bear the stamp of great showmanship—the skill and imagination that know how to create shows that listening audiences want to hear!

The cost? These Features are priced to fit even the limited budget—each one is truly "a show for your money!"

WORLD FEATURES are available in two types: Open end and "Audi-Flex"—World's flexible new form that combines expertly-written scripts with music recorded on bands on each disc.

Eleven WORLD FEATURES are ready now. The shows include, in addition to "Songs of Praise": Casa Cugat, Jam Session, Mandrake the Magician, Rhythm Range, Ireene Wicker —The Singing Lady, Strange as It Seems, Sagebrush Serenade... all 15 minute programs. Also these 5 minute programs: Footprints on the Sands of Time, Fireside Tales and Once Upon a Time (Maureen O'Sullivan).

Local stations will be glad to quote prices and audition these shows for advertisers and agencies. If *your* local station doesn't have WORLD FEATURES, write direct to: World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A Subsidiary of Decca Records, Inc.

New York • Chicago WBS Hollywood • Washington

Sale of Sam Pickard Interest In WOKO Proposed by Ernst

Station Counsel Offers Plan as 'Punishment' For Alleged Concealment of Ownership

PROPOSAL that Sam Pickard, former FCC Commissioner and onetime CBS vice-president in charge of station relations, be permitted to withdraw from ownership of WOKO Albany, and that he be required to sell his 24% interest for 20% over depreciation as "punishment", was submitted to the Commission last week by Morris L. Ernst, New York attorney representing WOKO Inc. He also is counsel for the American Civil Liberties Union. Mr. Ernst appeared at oral arguments before the FCC en banc on the proposed decision of the FCC to delete WOKO because of the "hidden ownership" aspect [BROADCASTING, Nov. 13, March 12].

Suggests Net Study

At the same time the Press Co., publishers of the Albany *Knickerbocker News*, and 25% owner of WOKO Inc., proposed to sell its interests to other WOKO owners and in turn purchase their interests in WABY Albany as a means of solving the duopoly problem involving the two stations.

Mr. Ernst admitted failure to disclose Mr. Pickard's interest in the station. He alleged that William S. Paley, CBS president, cautioned Mr. Pickard in 1929 not to reveal that he owned an interest in a station. "Networks of that day in general were not desirous of having known the interrelationship of network officials with affiliates," he said.

He suggested the Commission might look into networks today to ascertain whether any interests are held by employes, directors or officials in any station.

Mr. Ernst deplored newspaper ownership of radio as "monopolistic" and declared: "I believe sooner or later we must divorce ownership of press and radio in this country." He hastened to point out, however, that in its years of affiliation with WOKO the *Knickerbocker News* exercised no control over programs; nor has it attempted to dictate to the station.

With the "full knowledge" of Mr. Pickard, Mr. Ernst said, "In this instance Pickard was the originator of the causes which caused failure to disclose" his ownership in the station. Commissioner Case interposed, however, that Harold E. Smith, station general manager and 25½% owner, "were responsible" also.

Chairman Porter commented that under Mr. Ernst's proposal that Mr. Pickard sell his interests to Mr. Smith for 20% above depreciation, "Mr. Smith would be rewarded by getting Pickard's interests under market price." The attorney had estimated his figure would be about half market price.

Available to All

Mr. Ernst pleaded that WOKO had made its facilities available to all comers, including the CIO, AFL, the Communist Party and he remarked: "I know they had the same disdain for Communists that I have." He contended that no complaint had been made about the station's operations and that it should be continued with Mr. Pickard and the *Knickerbocker News* out of the picture.

"It seems to me the sanction of decapitation is too cruel," he declared.

On behalf of the Press Co. Louis G. Caldwell and Reed T. Rollo, Washington attorneys, filed a letter in which their client agreed, contingent upon license renewal of WOKO, to sell its 25% interest in WOKO to Messrs. Smith and Curtis for $75,000. In turn Smith and Curtis would sell their interests in WABY for $52,500. The Press Co. owns 15% of WABY.

Duane Jones for Clark

CLARK BROS. Chewing Gum Co., Pittsburgh, makers of Teaberry and Tendermint Gum, has appointed Duane Jones Co., New York as agency. Major portion of production is going to the armed forces but there is a limited civilian supply available. Promotion plans call for radio, newspapers and magazines. Network promotion is being considered. Firm sponsored John J. Anthony's *Goodwill Hour* on Mutual through its former agency Walker & Downing, Pittsburgh.

Savarin Coffee on WJZ

S. A. SCHONBRUNN & Co., New York, for Savarin Coffee has signed a 52-week contract effective April 2 for thrice-weekly sponsorship on WJZ New York of *Ethel and Albert*, Blue cooperative program. Firm continues transcribed spots on four New York stations. Agency is Roy S. Durstine Inc., New York.

Beaumont

has money to spend

NOW!—LATER!

DuPont Chemical Company's 22 million dollar nylon salt plant to be constructed near Orange, Texas, adds another important segment to KFDM's rich 585 billion dollar *effective buying income* market. And to what station do these above-the-average income folks listen? Why, KFDM, of course!

* *Committee for Economic Development.*

KFDM

BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

SERVING THE **MAGNETIZED SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

Represented by Taylor-Howe-Snowden Radio Sales

Pictured here is the Westbound Receiving Yard at the Chesapeake and Ohio Railway's Russell Yard in Kentucky. This is one of the largest singly owned and operated railroad yards in the nation.

These Railway Yards Are Only 4 Miles

FROM ASHLAND, KENTUCKY

AN installation of this kind necessitates the maintenance of a large personnel, thereby creating vast industrial payrolls. Many Chesapeake and Ohio employees reside in Ashland, making this railway an outstanding contributor to the city's industrial growth. The Chesapeake and Ohio Railway, American Rolling Mills, and scores of other important industries make Ashland and the Tri-State Area a top-ranking industrial market.

Ashland, Kentucky; Huntington, West Virginia and Ironton, Ohio are three busy cities that constitute the heart of the Tri-State region. All are within WCMI's primary coverage.

- Let WCMI be your medium in reaching the sales Responsive Audience in this rich market.

STUDIOS: ASHLAND, KENTUCKY, HUNTINGTON, W. VA.

WCMI
A NUNN STATION

. . . A MUTUAL AFFILIATE . . .

L. D. Newman, Mgr.

— REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO. —

Local Advertisers Know . . .

The $200,000,000 steel plant at Geneva, Utah, 40 miles from Salt Lake City, drawing all its iron ore, coal and limestone from Utah, has created thousands of new jobs and drawn attention of industry to this state. With annual capacity of 1,283,000 tons it is the largest integrated steel mill in the west, and another reason why business is good in Utah!

When it comes to selling, local and national advertisers know by experience that KDYL brings results. For instance, one national account in renewing his contract, said, "We want you to know how pleased we are with the fine results your station has given us. Our sales in your territory have almost tripled."

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

PACIFIC NETWORK LISTENING IS UP

"PACIFIC" Network Hooper ratings for January-February released by C. E. Hooper Inc., show that in general listening increased for both daytime and nighttime hours over the previous report, and last year's record.

Average Evening Audience Rating of 10.3 is up 0.6 from the last report, up 0.1 from last year, while the nighttime rating is 4.2, up 0.1 from the last report, down 0.1 from a year ago, the only decrease in the January-February report.

Average evening sets-in-use, at 35.9 showed an increase of 1.3 over the previous report, and over last year. The comparable daytime figure is 15.7, up 0.9 from last report, up 0.8 from a year ago. An increase of 0.1 from the last report, and of 0.5 from a year ago is reported for average evening available audience, bringing the figure to 78.3. The increase is greater for the available daytime audience of 68.3, up 0.9 from the last report, up 1.0 from a year ago.

Bob Hope, Fibber McGee and Molly and Charlie McCarthy lead in that order in the list of "First Fifteen," followed by Screen Guild Players, Hildegarde, Fannie Brice, Abbott and Costello, Can You Top This? Great Gildersleeve, People Are Funny, Radio Theater, Kay Kyser, Take it or Leave It, Walter Winchell, and Bing Crosby.

Cleric Cancelled

WILLIAM H. MARKWARD, managing director of WCAM, Camden, N. J. municipal station, has announced that the Sunday afternoon Gospel program of the Rev. Charles Gilmore has been cancelled. In a letter to Aaron Heine, president of Mack Radio Sales, Camden, Mr. Markward said the action had been taken because of Gilmore's violation of the Code of Wartime Practices for American Broadcasters. Mr. Heine has a contract for 25 hours weekly time on the station. Rev. Gilmore, president of the Glenloch Park Camp Meeting Assn, Glenloch, N. J., is one of his clients. Mr. Markward recalled that on March 5 it was necessary to cut Rev. Gilmore from the air after six minutes of broadcasting because he refused to follow script, inciting a near-riot.

Interchemical Test

INTERCHEMICAL Corp., New York, has appointed Fuller & Smith & Ross, New York, as agency for all divisions except Trade Sales, manufacturers of Set-Fast and Mil-Du-Rid. Test spot campaign is now being conducted for latter product through Sherman K. Ellis & Co., New York. Interchemical comprises various divisions manufacturing paints, dyes, and oil cloths. Future advertising plans are being formulated, and may include consumer campaigns for Standard Coated Products, and Murphy Finishes Corp.

Falstaff Discs

FALSTAFF BREWING Corp., St. Louis, in mid-April begins sponsorship of a quarter-hour transcribed series, *Louise Massey & the Westerners*, produced and packaged by Neblett Radio Productions, Chicago, thrice-weekly for 52 weeks, placed through Dancer-Fitzgerald-Sample, Chicago, on the following stations: KTSA KTRH KELO WDSU KWKH KSO WREC KOMA KTUL KARK KSD KOIL.

Adm. Hooper Gets Cressen Citation

Naval Radio Pioneer Given Honor for Discoveries

ELLIOTT CRESSON Gold Medals in 1945 go to Stanford Caldwell Hooper, Rear Admiral USN (retired) and Lewis F. Moody, of Princeton U., Dr. Henry Butler Allen, secretary and director of The Franklin Institute, Philadelphia, has announced.

Adm. Hooper receives the award "in consideration of his pioneering leadership and practical utilization of discovery in the field of radio for the Navy."

Adm. Hooper

The medals, which are awarded for "discovery or original research, adding to the sum of human knowledge, irrespective of commercial value," will be presented April 18 at the Franklin Institute.

Born in Colton, Cal., in 1884, Adm. Hooper was graduated from Annapolis in 1905 and spent five years on sea duty, then became an instructor at Annapolis so that he could keep in touch with "wireless" by working at the Labor Bureau of Standards on week-ends.

With Former FRC

He was appointed fleet radio officer in 1912 and in 1915 was made head of the Radio Division of the Bureau of Ships. He commanded a destroyer in 1918 but returned to the radio division post where he served several tours of duty until 1928.

In 1925 he was fleet radio officer again and on the cruise to Australia carried out the Navy's pioneer tests with high frequency waves. In 1927-28 he was chief engineer of the Federal Radio Commission, now FCC. In 1928 he became Director of Naval Communications and in 1934 chairman, Naval Research Committee and director, Technical Division, Naval Operations. Since 1940 until his recent retirement he has been director of the Radio Liaison Division.

Coast Transfer

CANCELLED off Don Lee California stations before actual starting date because it did not conform to that regional network's program policy, Chemicals Inc., Oakland, Cal. (Vano), on March 14 shifted its weekly quarter-hour radio commentary with Evelyn Bigsby to 16 Blue California stations, Wednesday 9-9:15 p.m. (PWT). Contract is for 52 weeks. Objection was raised to mention of other networks' talent on program. Under present set-up with Blue, Miss Bigsby will be given free rein to discuss opposition shows and interview their stars. Agency is Garfield & Guild Adv., San Francisco.

(No 2 of a Series)

LET US *Consider* TOGETHER

What is the *real* meaning of radio's Charter from the People, our license grant, which requires that we operate *"in the public interest, convenience and necessity"?* We believe these simple words mean:

1. Service for the greatest good for the greatest number. In other words, radio *"of the people, by the people, for the people".*
2. That the station, being a single entity and licensed for operation in but a single definite service area, must accept the *citizenship responsibilities* of that area.
3. That, therefore, in matters of importance to the station service area, the *station shall not be neutral,* but must take a positive stand while also *permitting the opposition to be heard,* for this is a fundamental obligation of American citizenship.
4. That, where network or other outside commitments may conflict with the station's service area obligations it is the duty of the station to serve the area need.
5. That, station management must have the highest consciousness of *personal* integrity and *civic* responsibility.

WM. B. WAY, *General Manager*

RADIO STATION KVOO Tulsa

Vast Postwar Receiver Market Shown

65% of Radio Families Will Buy New Sets, Sylvania Finds

A VAST RADIO receiver market in which 65% of the present radio families in America will buy new sets, will open up after the war, it is revealed in a study conducted by an independent research firm, Stewart, Brown & Assoc., for the Sylvania Electric Products Inc.

Announcing results at a special conference in New York Thursday, Frank Mansfield, Sylvania's Director of Sales Research said that the study was part of the Sylvania Continuing Surveys; that neither the researchers nor the people interviewed knew who was financing the study.

American families will buy 100,000,000 radios within the first five or six years after total victory, the survey concludes—preferably radio-phonograph models. Mr. Mansfield explains this figure by stating, "Thirty-six million families now populate the United States. Eighty three percent have home radios. The number of families will increase at the rate of about 1,000,000 a year for the first five or six years following the war. Returning veterans will marry and set up new homes while others, already married but living with their families, will set up housekeeping for themselves. All of them will want radios. Add this to the steady increase in home radio ownership apparent before the war and the average turnover rate of seven years. Simple arithmetic gives the seemingly startling total of 100,000,000 radios including automobile sets."

Mr. Mansfield said that for a period of over four months interviewers travelled to homes of all economic groups in large cities, small cities, country towns and farms from Maine to California.

Age Classifications

Of the total number of sets now in the United States (48,298,000), the study showed that receivers fell into these age-classifications as of October, 1944:

Two years old	8.7%
Three Years old	12.3%
Four Years old	18.0%
5 to 7 Years old	31.8%
8 to 11 Years old	16.8%
11 or More Years old	12.4%

Of those interviewed in the survey, Mr. Mansfield said, 77.5% said "tone" and "reception" on their sets were "good" and "clear". Nevertheless, it was discovered that 91.3% stated that they would want FM on their sets after the war. Only 7.3% said they did not want FM.

To obtain FM, 70.1% of those wanting the service indicated their willingness to pay $5.00 extra per set to get it; 48.3% said they would pay $10.00 extra; 27.5% will pay $15 and 16.5% are willing to pay $30 extra.

Asked their opinions on television, 49.5% said they want it and will pay extra for it; 29.3% said they do not want television; 21.2% were undecided. Asked what extra amount they would pay for video, respondents said: 49.5% will pay $75 extra; 20.4%—$125; 7.2%—$200; 3.2%—$300.

These figures were broken down by Stewart, Brown and Assoc. to the following results:

At $300 over usual set cost, 1,000,000 sets can be sold; at $200 over usual set cost, 2,200,000 sets can be sold; at $125 over usual set cost, 6,100,000 can be sold; at $75 over usual set cost, 15,000,000 can be sold. This with the proviso that telecasting stations are within range and program quality is acceptable.

83% Have Radios

Further figures released coincidentally:

There are 36,000,000 families in the United States. Of these, 31,000,000, or 83.3%, have home radios.

Of these families, 58.5% or 18,135,000 have one set accounting for 18,135,000 sets; 31.7% or 9,827,000 have two sets (total: 19,654,000); 6.9% or 2,139,000 have three sets (total: 6,417,000); 2.1% or 651,000 have four sets (total: 2,604,000); .8% or 248,000 have five or more sets (total: 1,488,000).

These figures, it was pointed out, do not include 8,000,000 auto radio receivers or those in restaurants and public and commercial locations of that nature.

Here, according to the survey, are the types of set models now in use:

Table models: 42.2%; Consoles: 34.9%; Midgets: 10.6%; Combination-Consoles: 5.4%; Combination-Table Models: 1.7%. Unclassified were 5.2%. (These figures do not include auto radios.)

Deciding factors in the purchase of sets most recently acquired, surveyors discovered, were these:

Better tone: 25%; Better reception: 24%; Better Looking: 21.5%; Short Wave Band: 17%; Push Button Tuning: 15%; Record Player Attachment: 12%; Smaller (Portable) Model: 10%; Larger Model: 7.5%; More Tubes: 5%; Miscellaneous: 33%. Total adds to more than 100% because most of interviewees gave more than one answer.

What Set-Owners Think

Here is what set owners think about "features" of home radio, according to the study: 52% have shortwave; 48% do not have. Of those who have shortwave, 9.9%

Guarantee Your Sales-Plan Success
use the
no. 1 test market
for your quick, profitable test of product, package and advertising
NORFOLK* IS THE RIGHT SIZE: 650,000 people in a metropolitan unit; enough to give accurate answers to test problems.
IT'S A BUSY MARKET: Ready, eager to buy things they want. Tremendous industrial development makes 'em able to buy, too.
CONVENIENT: Yes, convenient to supply, to watch, to check.
EASY TO COVER, ECONOMICAL: WTAR dominates the NORFOLK* market, reaching more listeners than all other stations combined, with listening to outside stations practically nil. . . . Details on Hooper reports available on request.
*NORFOLK METROPOLITAN MARKET: a market unit of 3 adjoining cities: Norfolk, Portsmouth and Newport News, Virginia.
WTAR
PROFITS
NORFOLK, VIRGINIA
5000 Watts Day and Night
NBC NETWORK
National Representatives: Edward Petry & Co.

Completely Covers the KHQ Vast Inland Empire

POWER isn't everything; it's what it produces that counts. Here, in the Inland Empire, huge dams like this 175 footer produce cheap power to keep effective Buying Income at double the national average of $1,031; and Farm Income 73% above the U. S. Average.

POWER isn't everything. 5,000 watts of power, together with an ideal wave length (590kc), Completely blankets the Spokane Trade Area. That's why KHQ is the only single medium that gives complete coverage of this rich area at the cost of just one medium.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.

use it frequently; 16.9% use it occasionally; 73.2% seldom or never use it. Only about 5% of U. S. families listen to shortwave regularly, it is deduced.

Of push button tuning, it was learned: 31% have it; 69% don't have it. Of those having it, 78% reported it worked satisfactorily; 22% said it did not.

Surveyors reported that those interviewed noted these as their objections to present receivers: Static, too noisy — 21.5%; model isn't right (ugly, too big, too small) —20.8%; tone or reception not clear—15.5%; some part of it does not work well (record changer, short wave, etc.)—12.6%; range ("Can't get distant stations")—11.6%; volume ("Not powerful enough — not constant") — 8.8%; features missing — 8.2%. Other complaints accounted for 24.1%.

It was pointed out that even when listeners were urged by questioners to think of complaints, only 47% could think of ANYTHING wrong with their present sets.

Here, the survey shows, is what radio set owners like about their receivers: tone and reception good —77.5%; model and style good—51%; like features—27.1%; tunes easily—8.5%; good distant reception—8%; well made—6.4%; good volume — 5.8%; no static — 4.5%; like particular brand or manufacturer—3%; other reasons—19.6%.

Of all those interviewed, it was stated, 75% have no criticism of their latest set; 20% said latest set performed fairly well; 5% expressed real dissatisfaction.

The postwar market, model-wise, for new sets will break down in this fashion according to the survey: 36.5% will want Radio-Phonograph Consoles; 27% will want consoles; 20.7%, table models; 8.7% Radio-Phonograph table models; 4.1%, midgets; 3.4% miscellaneous.

Peak Family Listening Found to Be 6-6:15 p.m.

PEAK period of family listening is 6-6:15 p.m. (EWT) Monday through Friday, when there are 28 listeners in every ten listening homes, according to a report of audience composition released last week by the Cooperative Analysis of Broadcasting. Highest over-all level of family listening occurs on weekends (Saturday and Sunday, with the peak at 9-9:30 p.m. (EWT), when there are 27 listeners in every ten homes. Report, a 43-page book issued four times a year, is based on CAB surveys of listening in 81 cities and shows the composition of the family audience for quarter-hour periods throughout the day and evening, with the adult audience divided by age groups.

RADIOMARINE Corp. of America has been awarded a fourth star for its Army-Navy E flag for continued excellence in production.

CORRIDOR CONFAB on Seventh War Loan radio plans following preliminary meeting at Treasury of War Finance officials and media representatives includes (l to r): Thomas H. Lane, WFD director of radio, press and advertising; Lewis H. Avery, NAB director of broadcast advertising, and Eugene Carr, on loan from the G. A. (Dick) Richards stations to Treasury as chief of the WFD Radio Section.

WANAMAKER STORE BUYS TIME ON WIBG

JOHN WANAMAKER store is going on the air 10:05-10:30 Monday through Saturday over WIBG Philadelphia featuring the John Wanamaker Great Organ, reputedly the largest in the world.

The store, early operators of WOO Philadelphia which was one of the country's pioneer noncommercial stations, has not used radio as an advertising medium in spite of constant solicitations from every station in the area.

A sizable spot-announcement schedule supplements the 25-minute program which will be broadcast from the grand court of the store.

Built under the supervision of the late Rodman Wanamaker, son of the founder, the great console has been played by world famous organists on many occasions. It is noted for clarity and fullness of tone and accuracy of sound reproductions.

Cross Sponsor Referral Is Forbidden by CBS

SPONSORS of CBS programs are being notified that as of May 1 they will not be permitted to refer to programs on other networks during their CBS broadcasts. Notification is being done informally and by phone or personal call, not by written announcements as in the case of NBC, which some weeks ago [BROADCASTING, Feb. 26] announced the abolition of cross-network references as part of a revision of commercial program policies. CBS admits that once NBC had taken this step it had no choice but to follow suit.

Blue network has no cross references on at present, but it has no blanket rule against them, it was said, and any request from an advertiser will be considered as an individual case on its own merits. Mutual is contemplating no change in its policy, which permits cross-references.

Griffin on 68

GRIFFIN Mfg. Co., Brooklyn, is promoting its shoe polishes on a 68-station schedule, using recorded music, news programs, spots, and participations. Agency is Bermingham, Castleman & Pierce Inc., New York.

XXV
1945
Radio's Twenty-fifth Anniversary—Pledged to Victory!

★ ★ ★ ★ ★ ★

24 HOURS A DAY
KCKN is the only Kansas City station broadcasting day and night—*all* night.

"THIS IS MUTUAL"
At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

THERE'S nothing fickle about KCKN. A one-market station from the beginning, KCKN *consistently* directs its attention to *city* listener tastes. KCKN is the *only* Kansas City station which programs *exclusively* and *specifically* for Greater Kansas City. Result is that Kansas Citians look to KCKN for the kind of radio entertainment *they* like—day and night, *all* night. Thus, through KCKN, you may sell a substantial share of Greater Kansas City's nine hundred million dollar buying power *without the rate penalty of outstate coverage.*

Contact Your Nearest CAPPER Office.

MUSIC BY DAY • MUTUAL AT NIGHT

KCKN Kansas City

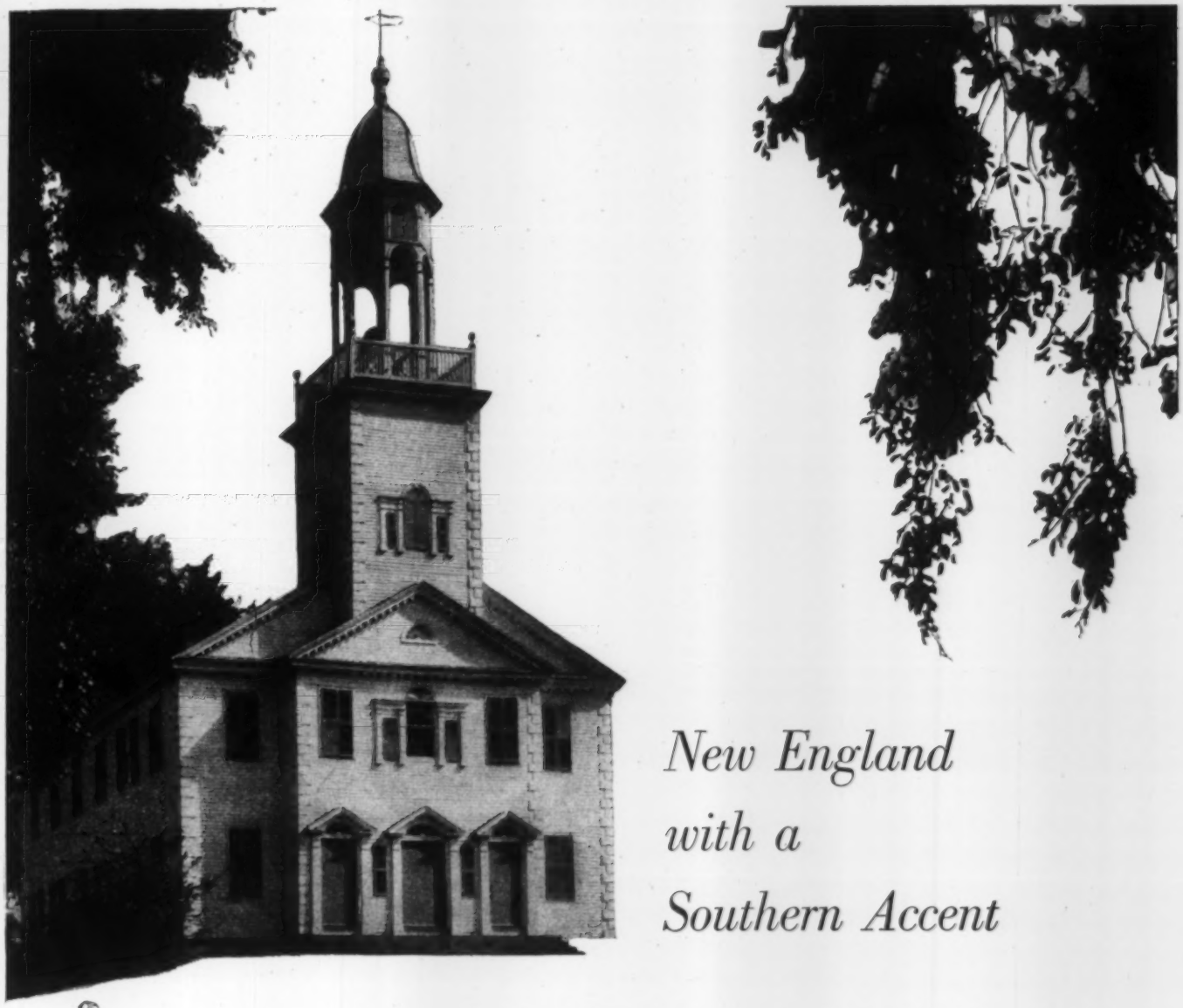
The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5077
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

XUM



New England with a Southern Accent

The village church spire, towering over the green; small boys poking small toes into green lawns fronting spacious homes; hydro-electric powered factories humming tunes of merchandise-in-the-making; farmers, drawing almost leisurely furrows; philosophers in the village square. That's Spartanburg in the Piedmont area of South Carolina . . . New England with a Southern accent.

Rich in history, industry, agriculture, the Piedmont is "one of the *best-balanced* sections in the entire country."

WSPA swings the *balance* your way.

WSPA

SPARTANBURG, SOUTH CAROLINA

Home of Camp Croft

5000 watts Day, 1000 watts Night, 950 kilocycles • *Represented by Hollingbery*

Scripps Plans FM, Video Operations

Estimated Investment in New Fields is $850,000

E. W. SCRIPPS Co. newspaper-radio interests, through its subsidiary, Scripps-Howard Radio Inc., and affiliated operations, proposes to invest more than $850,000 in FM and television stations with filing at the FCC last week of new applications requesting construction permits for commercial FM and TV (television) facilities in Cleveland.

Applications already are pending at the FCC for FM stations in Cincinnati, Indianapolis and Memphis and for video facilities in Washington.

The Cleveland FM station would operate on 46.3 mc with coverage of 8,500 sq. mi. and would cost approximately $100,000. Television facilities sought are assignment on Channel 2 (60-66 mc) with 1720 effective signal radiation. Cost is $175,000.

Licensee of WCPO Cincinnati and WNOX Knoxville and operator of WMC Memphis, Scripps-Howard estimates to date an FM investment of more than $500,000 and TV expenditures of $350,000. These new services also may be sought in Pittsburgh and other locations, but plans are incomplete.

Channel 1 (50-56 mc) assignment and ESR of 1650 is asked for the Washington video outlet, also to cost an approximate $175,000.

Other FM assignments asked are: Cincinnati—47.9 mc, 13,700 sq. mi. coverage, $200,000 estimated cost; Indianapolis—46.9 mc, 8,400 sq. mi. coverage, $100,000 estimated cost; Memphis—48.1 mc, 19,640 sq. mi., $117,500 estimated cost.

Changes at WSAR

WSAR Fall River, Mass., has a new staff under the newly formed Fall River Broadcasting Co., successors to Doughty and Welch Electric Co. Melvin Lahr, formerly manager of WKOK Sunbury, Pa., heads the sales and commercial department; Clif Holman, formerly with WEEI Boston, is program manager while John T. Crowley continues to head publicity and John F. Lyons production. Continuity is headed by Linwood Miller and Josephine Panariello, formerly with WEEI Boston, is in charge of traffic. New announcers are Lee Vincent from WWJ Detroit, Jack Kleber from CBS Boston. Betty Blair, newcomer, will have charge of women's features. Philomena Mauretti continues as bookkeeper, Edith Gauthier is clerk while Eddie Burke, veteran WSAR figure, and Frank Keavy, announcer, remain with the new organization. Angus Bailey continues as news editor.

Teheran Wedding

AEF RADIO personnel played prominent parts recently in the wedding of Technical Sergeant Frank P. McDonald, of Lowell, and Boston, Mass., and Miss Astrik Abadjian, of Teheran. The wedding took place in a French Mission Church at Teheran. Sgt. McDonald is chief announcer at AES Teheran, where programs are broadcast daily to U. S. troops. Before the war he was employed by WORL Boston andWLLH Lowell. Tech. Fifth Grade Edwin (Larry) Brown, Forest Hills, N. Y. and also connected with the station, was best man. Miss Abadjian is a native of Aleppo, Lebanon (Syria). She was enducated at Teheran French Mission School.

Doubts Heard, Answered Of Video's Use by Stores

DOUBTS THAT department stores will rush into television as the solution to postwar advertising problems are expressed by B. Lewis Posen, publicity and sales director, Hochschild, Kohn & Co., Baltimore, in an article in the March issue of *Promotion Exchange*, issued by the National Retail Dry Goods Assn.

"I have just seen a motion picture on television," Mr. Posen writes, "and that's what raises the doubts in my mind."

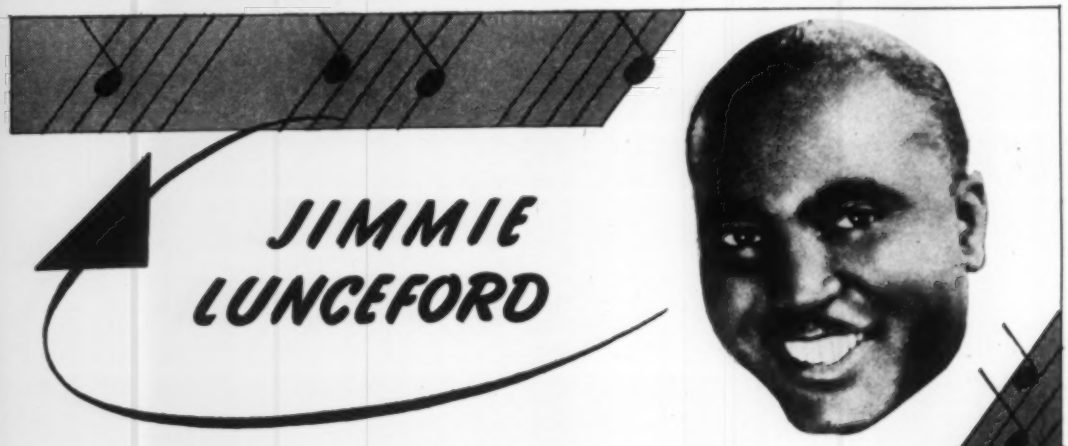
Citing the "complicated controlboards," the "several cameras," the "Hollywoodian dollies," the "make-up men and engineers and several sets of 'two other guys' busily and dizzily running in and out," and the writers, directors and scenarists and sets and rehearsals, Mr. Posen states: "From my limited knowledge of retail stores, I simply can't see the average store paying for all that talent and equipment for a broadcast of any kind, even video!"

A partial answer is supplied by Dan D. Halpin, assistant to the vice-president, RCA Victor Division, RCA, who in the same issue cites steps Bloomingdales, Macy's and other stores have taken to prepare for reaching video set owners with their sales story. He states that ten years after the production of television receivers is resumed the video public should include about 10,000,000 people, or 82% of the nation's buying power.

Jones With Buchanan

MARTIN JONES has been named radio director of Buchanan & Co., New York, succeeding Jack Wyatt, now on leave of absence with the Merchant Marine. Mr. Jones served until recently with the American Red Cross as chief of the entertainment activities in southern Europe, and before joining the Red Cross was with NBC first as producer-director of video programs, later transferring to network public service shows. He is a well-known producer, and owns the Vanderbilt Theater, now leased by the Blue Network, as a studio.

TO ATTAIN more rapid transmission of world news to the midwest, WGN Chicago has added Reuters service to its news facilities. Service supplements AP, UP, PA, and the Chicago Tribune Press Service.



BACK DOOR STUFF	Dec. 18594
WATCHA KNOW JOE	Col. 25625
LUNCEFORD SPECIAL	Voc. 5326
STRICTLY INSTRUMENTAL	Dec. 18463
WELL, ALL RIGHT THEN	Voc. 4887
EAST STREET	Dec. 18534
BATTLE AXE	Dec. 3807

For the complete list of BMI-licensed titles recorded by Lunceford see your BMI DISC DATA or write for your copy of this special service.

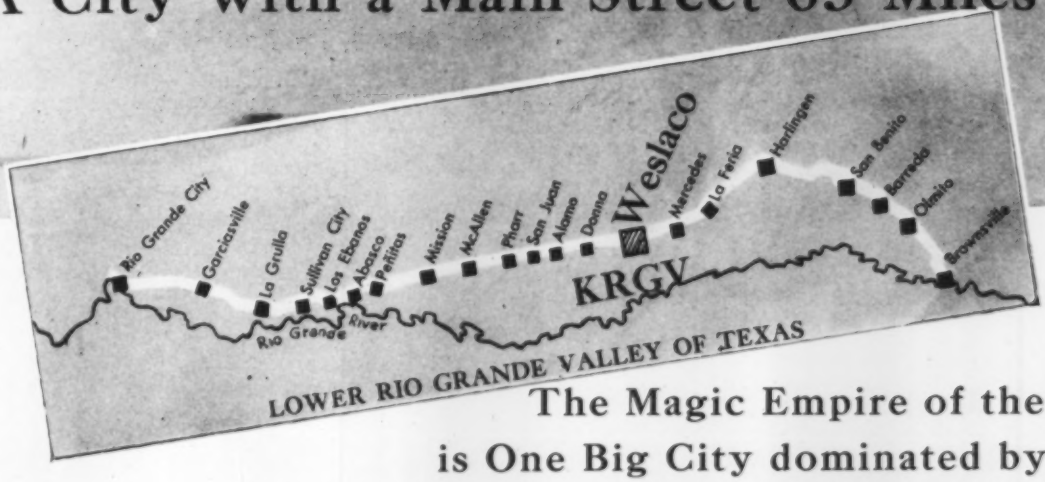
Twenty-one years of music are behind Lunceford's professional career. He studied music in Denver under the late Wilberforce T. Whiteman, bandleader Paul's father, and then went on to Fiske University and City College of New York, where he continued in musical pursuits.

As a bandleader he's been successful from the very start . . . organized his first band in Memphis, 1927 . . . has recorded under many labels and enjoys huge popularity in Europe.

BMI

NEW YORK CHICAGO HOLLYWOOD

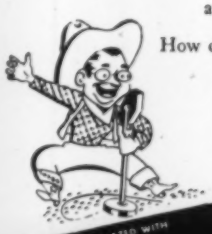
A City with a Main Street 65 Miles Long!



The Magic Empire of the Rio Grande is One Big City dominated by KRGV . . .

The "VALLEY," Mr. Time Buyer, is that rich, highly productive area down near the border where much of the nation's finest citrus fruits and fresh vegetables are produced. The "VALLEY" is 65 miles long; each community blending into the other. The income per capita is over $650.00, totaling 165 million dollars *effective buying income* in KRGV's primary area. This is a PERMANENT MARKET — one of the top ringers in America!

How can you attract those magic dollars to your client? Why, through KRGV — the only network station heard at all times throughout the "VALLEY."



AFFILIATED WITH
TAYLOR HOWE-SNOWDEN
Radio Sales

Affiliated with

N. B. C.

and the

LONE STAR CHAIN

VOICE OF ONE OF
THE RICHEST PERMANENT MARKETS IN AMERICA

1290 ON THE DIAL
KRGV
WESLACO TEXAS
THE MAGIC EMPIRE OF THE RIO GRANDE

XUM

ew Give A Young Man A Chance

Sometimes it would be much easier to help a young man along and give him an opportunity to try his hand, but there is no place here for beginners. There is no chance for a young man to "make good." He must *be already good.*

We have always considered this representative business "post graduate." It is an advanced responsibility for the skilled and experienced only.

When a man comes here for a job it has been our consistent practice to require a minimum of ten years' previous successful experience in advertising and selling, and in most cases all of this experience has been in the market where he is to be employed. This policy may seem pretty stiff but it has resulted not only in more business but in better business for the stations we represent. Their welfare and the orders we get for them are far too important to be left in youthful hands – however ambitious.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

XUM

Bewitching Hour

WHEN THE midnight curfew tolled three weeks ago, there were horrendous tales about how it would affect radio—even reports that stations would black out at the bewitching hour by order of Uncle Sam.

Just the opposite has occurred. While some revamping of schedules has been entailed, audiences obviously have skyrocketed. Sloughing off of motion picture and night club attendance has tended to increase after-midnight listening. Late time therefore becomes more salable.

Radio certainly doesn't gloat over this. It's one of the breaks of an unpredictable wartime economy. It also has its compensating factors. It means that stations must gear up their lobster shifts; that program standards should be reappraised and probably altered.

7th Man: A Natural

PRESIDENT Roosevelt's nomination of Charles R. Denny Jr. to fill the remaining vacancy on the FCC sets up the ablest and best-balanced membership since the Commission was created more than a decade ago.

For some time it has been evident that Chairman Paul A. Porter wanted the young general counsel because of a genuine wish to use his demonstrated talents. It was Mr. Porter who sold the President on the nomination on a merit basis. Wise beyond his 33 years, he has tremendous capacity for work, amply displayed during his three years with the Commission—first as assistant general counsel and since October 1942 as general counsel.

Charlie Denny piloted the Commission through the House Select Committee investigation. The fact that the inquiry fizzled is largely ascribable to his diligence and courage. His performances during the allocations proceeding added new laurels.

Under the former FCC chairmanship, he was a vigorous advocate of the reforms decreed from the front office. As legal spokesman, he had advocated restraints which have not hewed to the legislative line. His support of a uniform system of accounting for broadcasting, which would be the opening wedge for rate regulation, is a shining example. That is repugnant to the law and to broadcasters because it follows the common carrier concept. Was Mr. Denny pleading only the views of the then FCC majority—or his own? As a Commissioner he will sit as a judge, not an advocate. In that capacity, the question soon should be answered.

It is logical to expect elevation of Rosel H. Hyde, assistant general counsel in charge of broadcasting, to the general counselship. Himself strongly supported and well-qualified for the FCC vacancy, Mr. Hyde, by training, experience and background is ideally equipped for the Denny successorship. It likewise would be a source of encouragement to the FCC staff. In a field as specialized and sensitive as radio, the men and women who have served their stewardship in the ranks are deserving of merit promotions. Charlie Denny is of these.

Blueprint, by Porter

AFTER THREE months' exposure to radio as chairman of the FCC—a new side to him—Paul A. Porter last week unburdened himself. It was a diagnosis and a prognosis. It covered the turbulent past, the sensitive present and the unpredictable future. To the 160 delegates and Congressional guests at the NAB district meeting in Washington it was the most candid and forthright appraisal of radio they had yet heard. We publish it in full text (despite paper rationing) as *must* reading.

It wasn't the sort of speech broadcasters particularly wanted to hear. But after they heard it, they got a new perspective. Some of their conceptions were confirmed; others dispelled. No one got the notion that there's a complete change in regulatory philosophy and that it's all going to be different from here on.

Mr. Porter knows the business side of radio, because he was on it before Uncle Sam beckoned just prior to Pearl Harbor. He practiced before the Commission. Last week he demonstrated, too, that he knows the regulatory side; that he wants art and Government to work harmoniously, but that there isn't going to be any trifling or favoritism in the process. Big things are ahead in radio, and he wants to see them accomplished "without doing violence to the American system of broadcasting."

Mr. Porter covered a lot of ground in his maiden speech. He diagnosed the ills, but didn't attempt to prescribe all the cures. He wants radio to do that and by self-regulation.

There's the current talk of "excessive commercialism," which now has reached crusade proportions. It's not our contention that it's a synthetic issue, although we feel much of it is being fed by those who would put commercial radio in a strait-jacket.

On that score, we think the records will show that commercialism is just as rampant in other advertising. Magazines and newspapers certainly are running a far greater proportion of advertising space in ratio to editorial content than ever before. More time and space are being bought.

Paul Porter's pointed comments will excite swifter action. We liked his comments because he had no veiled threats and he didn't talk down to broadcasters.

It can be expected that some stations will be cited on renewal under the revised FCC procedure. When the FCC gets more manpower, scrutiny of past operations will be closer. All this depends on how the FCC proposes to enforce renewal procedures, and whether it will deign to go into programs per se.

Mr. Porter shed considerable light on the clear channel proceedings coming up. He wants more appropriations to expedite handling of applications in the new fields, once the freeze is thawed. This looks toward 30-day processing of uncontested applications and 90 days for those going to hearing. That sounds like the millennium. We hope he achieves it. And there's no gainsaying that more engineers are sorely needed on the FCC.

On one additional count, Mr. Porter deserves praise. Nothing could undermine future broadcast services as swiftly as a Wall Street or speculative invasion. He said he looked to broadcasters—the homesteaders—to take the lead in these new radio arts.

Some things had to be said. The FCC Chairman said them intelligently and honestly.

Our Respects To -

THOMAS JAMES SLOWIE

IF RADIO had such a personage as a "Great Privy Seal", that man would be Thomas J. Slowie. As secretary of the FCC, his bold Spencerian appears on literally hundreds of thousands of documents, because every official action of the Commission—from public notice to license—must bear his signature. To countless hundreds in radio he is a sort of great unknown, as far as physical features are concerned. He's like Jimmy Durante's "Umbriago" of radio renown, or Frank Fay's invisible "Harvey".

Tact is Tom Slowie's stock in trade; a sort of intuitive understanding of political vagaries his college degree.

Since his appointment as secretary of the FCC in April 1937, Tom Slowie has built for himself a reputation of being a square-shooting Government official—one who has won the respect of industry and Government alike.

He took the job nearly eight years ago with the proverbial two strikes on him. It was shortly after the 1936 election. The Commission secretariat had been vacant for some months. Robert I. Berger, radio director of the 1936 Democratic campaign, was mentioned as the new secretary. He was understood to have the backing of James A. Farley, then Democratic National Chairman.

Up popped the name of Thomas J. Slowie, who had served as secretary to an Iowa Representative. There was political bickering. Berger had the backing of New Deal stalwarts. Slowie's supporters were old-line Democrats.

Consequently, when he was elected by the Commission, he was eyed furtively in some quarters on Capitol Hill. But it didn't take long for Tom to convince the opposition that he meant to do a job, regardless of political lines; that he took his oath of office seriously.

Tom's political career began in 1920 when his home town of Clinton, Ia. elected him city auditor-clerk. He was born in Lyons (now a part of Clinton) Sept. 24, 1893, and attended Parochial schools as a boy.

At the outbreak of the first World War Tommy enlisted as a buck private, was assigned to a transport corps and promoted to sergeant. He never got overseas, but he spent many a long hour helping thousands of other soldiers get on the move.

After the war he returned to Clinton, tossed his youthful hat into the political ring and came out city auditor, a job which carried with it the honor of being city clerk. Following his two-year term Tom went into the insurance and bond business. He remained in that field until 1929, but through it all the political winds blew across his brow. As a good

(*Continued on page 48*)

AMERICAN UNREACHABLES (?)

Nobody wants anyone in the United States to be unreached by radio. Nobody cares to accept the responsibility for depriving anyone of the opportunity to listen. Yet, 82% of the area of the United States is outside the range of urban broadcast stations.

The only way these people can hear a reliable day and night radio service is through clear channel broadcasting.

This is the purpose of clear channel broadcasting.

Without such a service, our farmers would have to go back to the horse and buggy days of getting their news through the weekly county paper; of getting weather reports from a look at the sky and the feel of their bones; of getting stock and grain reports only after long trips to market. There would be no news, no diversion to fill up the long afternoons and evenings, without clear channel broadcasting. Our farmers would be the new American unreachables.

That is why we have programmed our station so carefully for the past twenty years. To help bring this area of 82% in reach of the news and service they need.

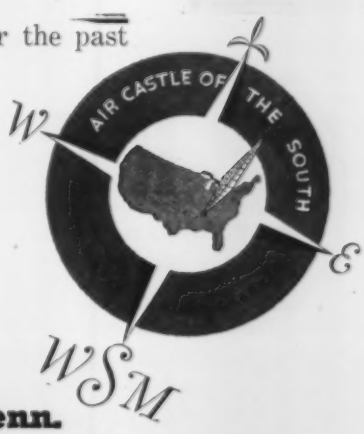
Over 5,000,000 in rural and small-town America go to bed each night confident that *WSM's* strong signal will be there to wake and serve them on the morrow. This is WSM.

650 KILOCYCLES **NBC Affiliate**

Edwin W. Craig, Pres. **Harry Stone, Gen. Mgr.**

National Representatives, EDWARD PETRY & Co.

National Life and Accident Insurance Co. Nashville, Tenn.



Sales Grow

When you use

KPRO

Blue Network Station

for the rich

"Valley of Paradise"

- Population over 600,000
- Income 54% above average

2

Nationally famous

Commentators

Now available for

Sponsorship

1. Baukhage Talking

11 to 11:15 a.m.

Monday through Friday

2. Raymond Gram Swing

4:15 to 4:30 p.m.

Monday through Friday

For full details

Write, phone or wire

KPRO

1000 Watts

The Blue Network

Studios in Riverside and San Bernardino, California

MANAGEMENT

GLENN R. SNYDER, vice-president and general manager of WLS Chicago, and **GEORGE COOK**, treasurer, are in Phoenix to confer with **BURRIDGE D. BUTLER**, owner of WLS.

EDWIN M. SPENCE, former manager of WFPG Atlantic City, later manager of WBAL Baltimore and then part-owner of WWDC Washington, and Mrs. Adele Toppin Hinkle were married March 9 in Miami Beach.

JOHN COWLES and **GARDNER COWLES Jr.** are to be in Boston March 20 to address the Boston Ad Club luncheon on both newspapers and radio. The Cowles interests operate WCOP Boston. Other Cowles executives to attend will be: **CRAIG LAWRENCE** and **JAMES MILLOY**, vice-presidents; **TED ENNS**, general sales manager, and **A. N. ARMSTRONG Jr.**, general manager of WCOP.

PAUL S. DIXON, former vice-president of the Equity Conservation Corp., New York, has been appointed comptroller of the Radio Service Corp. of Utah, operator of KSL Salt Lake City.

REGINALD M. BROPHY, former NBC vice-president and of late general manager of Canadian Marconi Co., Montreal, has resigned to become president and director of Rogers Majestic Ltd., Rogers Electronic Tubes Ltd., Toronto, and subsidiary companies. He is also president of the Radio Mfrs. Assn. of Canada, Canadian Radio Patents Ltd., Canadian Radio Technical Planning Board, and Sealandair Patents Ltd., and is a director of Thermionics Ltd., all with head offices at Toronto.

HUMBERTO D. GONZALES, U. S. representative of R. H. C. Cadena Azul, Cuban Network, has returned from a four-week trip to Havana where he conferred with network officials. He left New York last week for a three-week business trip to the West Coast.

J. M. REID, owner of CKFI Fort Frances, Ont., has taken over active management of the station succeeding **JERRY TONKIN**, who resigned to go into business for himself.

COMMERCIAL

JOSEPH CREAMER, promotion director of WOR New York, and **BILL HOFFMAN**, the station's former sound effects director, are co-authors of "How to Create Sound Effects," scheduled for fall publication by Ziff Davis Pub. Co.

RALPH W. HARKER, west coast publishing and advertising executive, has joined the Los Angeles office of Keystone Broadcasting System as account executive. Former advertising director of the Seattle Times, Mr. Harker also served for a number of years with O'Mara & Ormsbee, newspaper representative.

THOMAS ABBOTT, on the advertising staff of the New York Sun, has joined the sales staff of Headley Read Co., New York station representative.

CHARLES GODWIN, assistant director of station relations at Mutual, left New York last week for a three-week business trip to the MBS southern affiliates.

DAVID M. SIMMONS, salesman of KPO San Francisco, has entered the armed forces.

MARY COATES, former member of the traffic department of WFBL Syracuse, is now with the OWI in San Francisco.

BILL TUCKER has been named national sales manager of KIRO Seattle.

Porteous Promoted

APPOINTMENT of Roy C. Porteous as assistant manager of the package sales division of NBC's program department was announced last week by Clarence L. Menser, NBC vice-president in charge of programs. Mr. Porteous has been assistant promotion manager of WEAF, NBC's New York outlet. His new assignment entails contact work between the program, network and local sales departments. He will report to Bertha Brainard, NBC manager of program sales.

Our Respects to

(Continued from page 46)

Democrat belonging to the old school, and a convincing speaker, Tom Slowie was chosen as campaign manager by the late D. M. Jacobsen of Clinton, who ran for Congress on the Democratic ticket. With a successful campaign behind him, Tom Slowie went to Washington to serve the new Representative from Iowa as secretary. That was in 1930.

In 1936, following his nomination for the fourth time, Rep. Jacobsen died. The Democratic bosses of Iowa wanted Tom Slowie to run. He was virtually assured of election, but Tom declined in favor of young William S. Jacobsen, son of the late Congressman.

Once more Tom Slowie managed the campaign and won. He returned to Washington as secretary to young Rep. Jacobsen. Then came the FCC appointment. Tom resigned in May 1937 to enter the new field.

Letters Bear His Signature

All FCC correspondence is routed through his office. Tom hasn't kept a check, but thousands of pieces of mail are handled daily. Applications go first to the secretary's office, then are routed to their proper places. The name "T. J. Slowie" is appended to the majority of letters going from the Commission. All public notices, with rare exceptions, bear his signature. In other words, he's the official letter-writer and spokesman for the FCC.

Of all his duties, however, Tom relishes one—that of liaison between the Commission and Capitol Hill. Almost daily he has occasion to call on various Congressmen. And he looks forward to those trips, because in the years he has been in Washington, he thinks of Capitol Hill as "home".

When the House Select Committee to Investigate the FCC was created two years ago, Tom Slowie was appointed liaison between the FCC and Committee. He maintained an even tenor through two chairmen and four general counsels. He was consulted both by Commissioners and Congressmen.

Tom is married, lives in McLean Gardens, Washington, and has two daughters, Joanne, now a member of the Cadet Nurse Corps in training at Mt. Carmel, Columbus, O., and Lois, student at Pennsylvania State College.

He swears he has no hobbies as such, but he'll tell you about a host of friends—how he enjoys talking to them, listening to their views on current trends. Of all his possessions Tom prizes most highly a little statue of the three famous monkeys, one covering its eyes, the other its mouth and the third its ears signifying: "See no evil, speak no evil and hear no evil." It was presented to him in 1940 by fellow employes of the FCC at a Christmas party.

Durham

North Carolina's third lar est city (1940 U. S. Ce sus). City and county a compact and easily sold one unit. Present estimat Durham County popul tion is . . .

100,000

busy, high earning people For example, famed Duk University is in Durha Also, Durham makes 25% of the nation's entire ciga ettes. Best of all this . .

market

can be air-dominated a 250 watt rates over th station which surveys re peatedly prove has more listeners in the area tha all other stations com bined.

WDNC

OWNED BY DURHAM HERALD-SUN PAPERS

Represented by Howard H. Wilson Co.

Another KTSA SUCCESS STORY!

CARRYING THE BALL FOR *Sears* CATALOG ORDER DEPT.

CATALOG ORDERS

Sears
ROEBUCK AND CO.
SAN ANTONIO, TEXAS.

★ *The* PROBLEM

In May, 1944, Sears Roebuck & Company's San Antonio store enlarged their special Catalog Order Department where customers select merchandise direct from catalogs. The increased space and enlarged staff necessitated an aggressive and extensive advertising program. To avoid confusion it was decided to divorce this department's advertising from that of the rest of the store. Radio advertising was chosen to promote the department, backed by the distribution of mail order circulars mailed once-a-month direct to a list of "active" customers.

★ *The* STATION

Radio advertising consisted of 15 minutes each weekday at 8:45 A. M. KTSA was chosen to carry this quarter hour program because of its ability to deliver in this 64-county sales area. Here is 23.11% of Texas' effective buying income; 22.06% of Texas' retail sales; and 24.35% of Texas' population. How well KTSA reached the people the station was designed and built to serve is best shown by the results in terms of Sears' Catalog Department sales.

KTSA CBS
SAN ANTONIO 550 ON THE DIAL

Affiliated with

★ *The* RESULTS

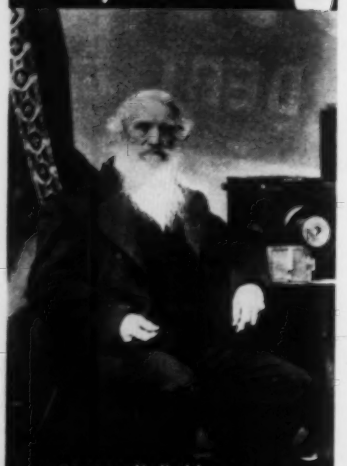
May, 1944 Sales . . .	Up	160%	over	1943
June	" Up	25%	"	1943
July	" Up	23%	"	1943
August	" Up	88%	"	1943
September	" Up	65%	"	1943
October	" Up	216%	"	1943
November	" Up	162%	"	1943
December	" Up	266%	"	1943
January, 1945	" Up	200%	"	1944

In October this department won first prize for largest percentage of increase in store. And was third in the Sears' system in Catalog Order business among unattached "A" stores.

KTSA can write a success story for you, too. Let us send you complete facts about specific job it is doing for sales NOW and in the postwar era.

TAYLOR · HOWE · SNOWDEN RADIO SALES: DALLAS · NEW YORK · CHICAGO · LOS ANGELES · SAN FRANCISCO · SEATTLE

SOMEONE
IS ALWAYS
First



SAMUEL F. B. MORSE,
inventor of the telegraph.
First message:
"What hath God wrought."

WHBQ

was the first
Memphis radio station
to establish a
regular dramatic
group.

South's 24-Hour Station
WHBQ
BOB ALBURTY, General Mgr.
Your MUTUAL Friend
Memphis, Tennessee
Represented by RAMBEAU

PRODUCTION

LT. JOSEPH BRECHNER, radio officer of the Western District Air Forces Technical Service Command, Los Angeles, has been transferred to the Second Radio Unit, New York. Prior to his induction Lt. Brechner was chief of the script department, Radio Branch, Bureau of Public Relations, War Dept., Washington. He formerly was with the radio division of the Dept. of Agriculture.

MRS. FLORENCE TONJES has joined KWK St. Louis as continuity and copy writer. She was formerly continuity director of BBDO New York.

WALT WALRATH, program director of WICA Ashtabula, O., is the father of a boy.

JIM BARNETT, new to radio, is a member of the announcing staff of WICA Ashtabula, O.

ED PALEN, WJW Cleveland program director, will serve as a member-at-large of the executive committee of the sixth annual Green Cross Campaign for individual associate membership in the Greater Cleveland Safety Council, campaign to run through May.

JESSE H. BUFFUM, agricultural director of WEEI Boston, is to give a series of lectures on adventure before the Senior Explorers Club of the Boston Natural History Museum. His subjects will be his own travels and explorations.

LOUIS RIGGSBEE, former program director and production manager of WCAX Burlington, N. C., is now an announcer at WBIG Greensboro.

HELEN TROY, formerly active in the newspaper and advertising fields, has been named director of women's activities of WAYS Charlotte, N. C.

JOHN GAMBLING, who celebrated his 20th anniversary on WOR New York March 8, has been made a member of the Twenty Year Club.

YOU
CAN'T
CUT
CAPERS IN
JINKS (Ky.)!

We suspect that folks there are pretty *low* in their spirits (as well as their incomes)—or maybe we're thinking of Jinx! Anyway, we don't think you get your money's worth by paying high rates to cover the backwoods. Here in the Louisville Trading Area (where 'most everybody tunes in WAVE) our big urban population, plus a small rural population, accounts for *more than half of the State's total buying power.* People here are too busy to cut many jinks, high *or* low—but they have money to spend! Want the statistics and stuff?

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

HERBERT WIDMARK, formerly with WIBC Indianapolis, has joined the announcing staff of WMBD Peoria, Ill.

NORMAN RUNIONS, production director of KIRO Seattle, has been named program director. **BOB SPENCE** is now program supervisor and special events director; **EVELYN MARBLE**, continuity director; **BRUCE CALHOUN**, production manager; **FRANCES BRAID**, operations manager.

JOHN CORY, graduate of the American Radio Academy, Indianapolis, has joined WJPF Herrin, Ill., as announcer.

BOB LAWS, promotion and publicity manager of KGO San Francisco, is the father of a boy.

BARBARA CLAUSEN, former classification analyst with the War Dept., has joined the continuity staff of KGO San Francisco.

LUTHER NEWBY, former announcer of KFAC Los Angeles, has shifted to KWKW Pasadena, Cal.

BARBARA HOLT, new to radio and formerly in the SPARS, has joined KECA Los Angeles as assistant to **VIRGINIA WEST**, publicity director.

LARRY SMITH NBC San Francisco Far East commentator, has helped provide American prisoners now in Japanese hands with more than 300 boxes of food and supplies through two appearances before Billings, Mont., service clubs. Through series of fines against his audiences, he raised over $400 for the American Red Cross prisoners war fund.

BERT CULLEN, formerly with CHEX Peterboro, is now a member of the announcing staff of CKSF Cornwall, Ont.

BERNARD FILLIOL, new to radio, has joined the CKSF French announcing staff.

LEN DAWSON, announcer, is now with WINN Louisville.

ELAINE KLEINE, former assistant to the vice-president in charge of advertising for the 7-Up Co., St. Louis, has joined KIRO Seattle as writer. **GEORGE ROUTH** has left the KIRO sales department to become a director in the motion picture department of Boeing Aircraft Co.

BEN PARKS has resigned from the announcing staff of KYW Philadelphia.

HAL FIMBERG is now producer of the NBC "Comedy Theatre". He also continues as writer of the weekly CBS "Which is Which".

SHARON PARKINSON, formerly of KLS Berkeley, Cal., has joined KYA San Francisco as continuity writer.

LT. ROBERT FRANKLIN, with KQW, KFRC and KJBS San Francisco prior to entering the service, is now with the Army's psychological warfare branch in London.

DALE SMITH, formerly of KOMO Seattle, has joined KYA San Francisco as announcer.

TOM SWAFFORD, production manager of KGW Portland, Ore., and **MILDRED LESTER**, former traffic manager of KGW and KEX Portland, have been married. **ELLA PERALA** is new traffic director.

ED PFIRSON, MBS staff announcer, and **ESTELLE SEVIGNY**, traffic manager of WFCI Providence, have announced their engagement. Wedding will be in May.

MITCHELL GRAYSON, who produces "New World A-Coming" on WMCA New York, has taken on additional duties as a member of the Blue production staff.

HENRY SYLVERN is leaving WINS New York as musical director.

JACK GOLDSTONE has joined Associated Radio-Television Productions, New York, as radio copy chief. He has been associated with Theodore A. Newhoff Adv. and Edw. Prager Adv., both in Baltimore.

MICHAEL J. BOSCIA, formerly on the CBS press information department, has been assigned to supervise publicity of WABC New York.

MARGO PHILLIPS has been named play reader in the script department of NBC, replacing **JEAN HARDY**, who has joined Town Hall Inc. to work on "Town Meeting of the Air", Blue program. Miss Phillips has had acting and directing experience with WCSC Charleston, S. C.

TOM SLATER, director of special features and sports of MBS, and his brother Bill Slater, sportscaster since 1930 who was discharged from the Army last year with the rank of lieutenant colonel, are co-starred on a video sports series telecast Tuesday evening on WABD New York, DuMont television station.

RICHARD BARBER, formerly with KID Idaho Falls, has joined KDYL Salt Lake City. **KAY W. RICHINS** has added duties of chief announcer to his position as assistant program director.

CHARLES S. MONROE, an editor in the CBS program writing division, is the father of a girl.

WAYNE KING, band leader, and **CARL WESTER** of Carl Wester & Co., Chicago, are organizing a production firm to be known as the King-Wester Enterprises which will package evening shows to originate in Chicago. New firm will be located at 360 N. Michigan. Half hour show titled "Meet My Mother" is now available. Present activities of both men will continue.

JOE FROMM, Chicago freelance radio writer, has received his commission as a captain in the India Army. Mr. Fromm is scheduled to be stationed in New Delhi as director of public relations for U. S.

ROBERT GRAHAM, NBC central division sound effects man, has been inducted into the Army.

GENE HERNDON, former staff announcer of KQW San Jose, has joined WAIT Chicago.

PAULINE HOPKINS and **OWEN VINSON**, writer and producer respectively of "That Brewster Boy", formerly sponsored by Quaker Oats on CBS, left Chicago March 17 to headquarter in Los Angeles.

SUE MYLROIE, formerly with WMAL Washington, is now music librarian of WOL Washington.

HELEN JOYCE, co-conductor of "Feature Foods", Monday through Saturday on WLS Chicago, is confined to her home recuperating from a tonsillectomy.

BOB BALLIN, producer of the Jack Benny Show, married **MARY W. McLEAN** of Hollywood, secretary of Ruthrauff & Ryan, agency for American Tobacco Co., Feb. 23 in Denver. Ceremony was performed in the chambers of Colorado Gov. John C. Vivian.

WROK
ROCKFORD, ILLINOIS
BLUE Network
1000 Watts
METROPOLITAN POPULATION NOW 111,000
WROK is represented by HEADLEY-REED COMPANY

XUM

VIEWS FROM THE WAR SERVICE ALBUM OF

WGAR

CLEVELAND'S FRIENDLY STATION

Smashing frozen barriers, the United States Coast Guard icebreaker "Mackinaw" opened Great Lakes waters for passage of vital new lakes-built minesweepers and cargo vessels, on their way to combat zones. WGAR's audience went along with Commander Edwin J. Roland and Announcer Arthur Hannes via a special broadcast, heard another timely, exclusive and inspiring WGAR wartime service program.

"Morrie" Pierce, popular chief engineer of WGAR, was awarded the Marconi Medal for his aid in the surrender of the Italian fleet and capture of Radio Luxembourg.

Homes for veterans were encouraged by C. W. Grove, President, Second Federal Savings & Loan Ass'n. and Brig. Gen. W. L. Marlin in a WGAR program sponsored by Second Federal.

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

AGENCIES

HILDRED (Hilly) SANDERS, radio director of Mitchell Faust Adv., Chicago, has been named vice-president in charge of radio. Miss Sanders has been with the agency for three years. **LT. COMDR. HOLMAN FAUST,** soon to be released from the Navy on inactive duty, will return to the agency as vice-president and member of the executive board.

WILLIAM BROOKINGS, radio director of J. Walter Thompson Co., San Francisco, is in Denver to establish offices for the agency and develop radio services.

W. J. (Bill) TRADER, former account executive of KPAS Pasadena, has joined Scholts Adv. Service, Los Angeles, in a similar capacity.

ELEANOR (Mickey) MULLIGAN, account executive of Garfield & Guild, San Francisco, has joined the American Red Cross as staff assistant in the recreational division for overseas duty. **LU BLINDBURY,** formerly with Garfield & Guild, has returned to the agency to take over Miss Mulligan's accounts.

CRAIG E. DENNISON ADV. AGENCY, Chicago, has opened a Buffalo office with **WILLIAM B. TANNER,** general manager, and **JOHN J. FOY,** account executive.

ELLIOTT W. BOGERT, who has been account executive with Foote, Cone & Belding, San Francisco, has joined Brisacher, Van Norden & Staff, Los Angeles, as staff executive.

LENNEN & MITCHELL, New York, has adopted a retirement pension plan for all employes within the eligible limits. Plan provides pension benefits of one-third of the employes salary at retirement, in addition to life insurance ranging from $1,000 to $25,000.

GRANT ADV. last week moved its New York office, including the agency's international division, from the RCA Bldg. at Rockefeller Plaza to the Empire State Bldg., 350 Fifth Ave. New Telephone number is BRyant 9-6100.

TED ESTABROOK left Geyer, Cornell & Newell, New York, as television director last week to establish for the American Film Center, New York, the American Film Center Previews, project to enable professional film people to views at regular showings of the latest 16 mm documentary, educational and commercial films. Mr. Esterbrook will also do freelance television production, with offices at 11 W. 44th St., New York.

RONALD T. JACKSON, in advertising work in Vancouver, Los Angeles and London, has joined Stewart-Lovick Ltd., Vancouver, as vice-president.

E. G. WEAVER, released from the RCAF, has joined the Toronto office of Walsh Adv. Co. Before joining the RCAF he had been with McKim Adv., Toronto.

JOHN LECHNER, director of media for outdoor and car card advertising for Foote, Cone & Belding, has been elected a vice-president. Mr. Lechner headquarters in Chicago.

KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

ON TOP WITH 136

Throughout the week WWNC has 136 quarter hour periods with ratings higher than the top rating produced by any other station with any fraction of the Western North Carolina listening audience.

More Western North Carolina listeners are yours at less cost per thousand on WWNC.

WWNC 570 KC Serving Western North Carolina from ASHEVILLE
Don S. Elias, Executive Director
Represented by the Katz Agency

Butcher Heads Drive

JESSE BUTCHER, radio director of the National War Fund and USO, has been appointed national radio director of the United Nations National Clothing Collection, working with Lawrence Beller, public relations chief. Robert Masson, formerly of WHN New York and the Red Cross, will handle network contacts and Joan MacDonald will serve as New York radio director. Julius Berens, public relations counsel, is consultant on the national drive and public relations director for New York. Campaign has been given a special OWI assignment under the allocation plan for five weeks, beginning March 26. Plans call for two major projects—personal appearance of Henry J. Kaiser, chairman, on network programs, and overseas pickups from network correspondents giving descriptions of clothing needs in stricken countries. Mr. Kaiser will participate on *We the People*, CBS March 25, in a special NBC broadcast 10:45-11 p.m. March 30 and on *Report to the Nation*, CBS March 31. The four network heads have pledged full cooperation.

WICK CRYDER, publicity chief of J. Walter Thompson Co., New York, left New York last week for Hollywood to line up promotion for Textron's Helen Hayes show on Mutual.

HAL WINTER, secretary and media director of Raymond Spector Co., New York, has left the agency.

KARL REID, formerly of KMTR Hollywood, has joined Allied Adv. Agencies, Los Angeles, as account executive.

LOUIS QUINN, former Hollywood writer on the Gracie Fields Show on Blue stations, has rejoined J. Walter Thompson Co., New York, as writer under supervision of **JOE BIGELOW.**

MARION HARPER, 1933-1938 owner and partner of Compton Adv., New York, is operating a research organization under the name of Marion Harper Assoc. at 247 Madison Ave., New York. Firm specializes in general marketing work for manufacturers. **MARION HARPER Jr.** is manager of copy and radio research at McCann-Erickson, New York.

EDWARD MAZZUCCHI of Export Adv. Agency, New York, has been appointed president of the Assn. of Spanish-American copy writers, a group of New York export copywriters. **LUIS G. NUNEZ** of Westinghouse Electric International was appointed vice-president and **FULGENCIO GARCIA RUIZ,** of LaHacienda, secretary.

Frank Kiernan

FRANK KIERNAN, 75, directing head of Frank Kiernan Adv., New York, died March 9 in Brooklyn. He had been associated with the agency since the turn of the century. Firm was founded by his father, the late John J. Kiernan, New York State Senator. A son and two sisters survive.

"I keep abreast of the news over WFDF Flint Michigan."

Everyone has an ear for news

What's the latest news? In Europe? In the Pacific?

What's going in Washington?

How did the Red Sox make out?

These are but a few of the scores of questions people ask every day—for everyone has an ear for news.

And in Boston, you'll find attentive ears for the vital newscasts carried by WCOP.

WCOP broadcasts **21 newscasts per day.**

week.

It's complete, authentic and accurate news, edited from AP, UP and INS. What's more, WCOP is the **only radio station** in Boston using all three of these major news services.

If you are looking for ways to bring Boston news about your company, why not reach for your buzzer and dictate a letter to get the facts about the people who reach for their radio dials, and lend an ear to the news from WCOP.

newscasts per day **are still available . . .** but they won't be for long. Sponsors are bound to hop aboard this bandwagon . . . but FAST.

Why don't you get there **first?**

NEW TO THE **BLUE** JUNE 15th

WCOP Boston

A **COWLES** STATION
Represented nationally by the **Katz** Agency

TEN YEARS BEHIND the industry in age . . . but OUT IN FRONT when it comes to performance and popularity! Consult any survey you prefer and the answer's the same —down here in our neck of the woods the station "MOST people listen to MOST" is—

WSJS

WINSTON-SALEM

5000 Watts

600 on the Dial

★

Represented by

HEADLEY-REED COMPANY

Sponsors

ADAM SCHEIDT BREWING Co., Norristown, Pa., for fourth year has renewed sponsorship of six-weekly half-hour "Valley Forge Caravan" on KYW Philadelphia. Other new and renewal KYW business: Benrus Watch Co., New York, six weekly station breaks for 52 weeks through Young & Rubicam, New York; E. Fougera & Co., New York (Don Juan lipstick); 5 one-minute spots weekly for 52 weeks through J. M. Korn Agency, Philadelphia; Lyons Finance Co., Philadelphia, six spots per week for 52 weeks through J. M. Korn Agency; Nevin's Drug Co., Philadelphia. 8 one-minute spots through Philip Klein Agency, Philadelphia; Paramount Pictures Inc., New York, two station breaks weekly for 52 weeks through Buchanan & Co., New York; Philadelphia Electric Co., three-weekly quarter-hour "Ruth Welles at Home" for 26 weeks through Al Paul Lefton Co., Philadelphia. Phillips Packing Co., Cambridge (soups), three station breaks weekly for 52 weeks through Aitkin Kynett Co., Philadelphia; Griffin Mfg. Co., Brooklyn, six-weekly quarter-hour "Time to Shine" for 52 weeks through Birmingham, Castleman & Pierce, New York.

MASSACHUSETTS MOHAIR PLUSH Co., Boston (upholstery fabrics), has placed its advertising account with William Hart Adler Inc., Chicago.

BOWMAN DAIRY Co., Chicago, effective March 19 will sponsor "Musical Milkwagon", half-hour show heard Monday through Friday, 11:30-12 noon on WMAQ Chicago. Contract for 52 weeks was placed by J. Walter Thompson Co., Chicago.

CONSOLIDATED BISCUIT Co., Louisville, has renewed sponsorship of spots on WMAQ WGN WBBM WCFL WIND WAIT WENR WJJD WLS, all Chicago stations. Contract for eight weeks was placed by Ruthrauff & Ryan, Chicago.

CASITE Corp., Hasting, Mich. (Casite motor break-in oil), March 19 will start sponsorship of three station break announcements weekly for eight weeks on WBBM Chicago. Agency is Keelink & Co., Indianapolis.

RUBSAM & HORRMAN BREWING Co., Staten Island, N. Y., starting April 11 will sponsor on WOR New York, Wednesday 10-10:30 p.m., "Boston Blackie", detective series produced by Frederick W. Ziv Co., New York. Series which ran as a Lever Bros. replacement on CBS last summer was bought for R & H by Paris & Peart, New York agency which now handles "Charlie Chan" on WJZ New York for the same account. Latter show will terminate April 5, with negotiations in process for network presentation, according to Chick Vincent Co., producer. P & P shares account with Samuel C. Croot Co., New York.

CHICAGO TIRE MARKET has increased the contract of the "Way Back When" series on WGN Chicago to include broadcasts on Thursday as well as Tuesday 8:15-8:30 p.m. Agency is Robert Kahn & Assoc., Chicago.

R. M. GRAY, advertising and sales promotion manger of Standard Oil Co. of N. J., has been elected a director and vice-president of Esso Inc. affiliated company, and a spot radio advertiser.

EMBASSY DAIRY, Washington, has signed for the 9-9:30 a.m. Monday through Saturday period on WOL Washington. Program will consist of five minutes of news by Jay Caldwell and musical show featuring Art Brown, organist. Agency is Belmont ver Standig, Washington.

SCHULZE & BURCH BISCUIT Co., Chicago, on March 11 started sponsoring a station break announcement weekly on WBBM Chicago for 13 weeks. Agency is McJunkin Adv., Chicago.

MAX COOK SPORTING GOODS Co., Denver, will sponsor on KOA Denver coverage of the 11th annual National AAU Basketball Tournament at Denver March 22-24. Bill Stern, NBC director of sports, will handle the games. Agency is Edward M. Hunter Agency, Denver.

RAYMOND J. CABRER resigns April 1 from Carter Products, New York, as advertising manager for Arrid and Carter's Little Liver Pills.

LEWIS Ltd., Truro, N. S., has appointed Bermingham, Castleman & Pierce, New York, to handle all Canadian advertising for men's hats, woolens and fingering yarn. Spot radio campaign is scheduled to start in the fall in six markets.

CIA. RON CARIBE, S.A. has named Grant Adv., Havana, Cuba, to handle advertising in the Cuban capital for Rey De Copas, imported Spanish brandy. Radio may be used.

RED STAR YEAST & PRODUCTS Co., Milwaukee, has appointed Campbell-Mithun, Chicago, to handle its advertising effective April 1.

REPUBLIC PICTURES Corp., New York, is supporting opening of "Earl Carroll Vanities" in St. Louis March 13 with spot announcements on KWK KXOK WEW WIL WTMV KMOX KSD and has lined up similar campaigns for openings in Denver March 15, Charlotte, N. C. April 8; Omaha April 12 and Cincinnati April 13. Agency is Donahue & Coe, New York.

NATIONAL SMALL BUSINESS MEN'S Assn., Akron, is sponsoring Fulton Lewis jr. on WHKK Akron, Monday through Friday 6:15-6:30 p.m. (CWT) Expansion to other stations is considered.

ELARS PRODUCTS Inc., Richmond, Va. (cough medicines), has placed its advertising account with Ralph L. Dombrower Co., Richmond. Plans are said to include radio.

INDUSTRIAL LABS, Baltimore (chemist), has named Joseph Katz Co., Baltimore, as agency. Radio budget is said to be $10,000.

ERNST KERN Co. will sponsor Tony Weitzel, Detroit News columnist, over WWJ Detroit 6-6:45 p.m. Agency is Simons-Michelson Co., Detroit.

BEN SNYDER DEPT. STORE, Louisville, has signed for 39 five-minute programs on WINN Louisville. Western Electric Audiophone Co. has signed for 39 spots on WINN.

HARRIS & FRANK, Los Angeles (men's and women's apparel shops), on March 20 starts using thrice-weekly participation in "Rise & Shine" on KHJ Hollywood. Contract for 52 weeks placed through Robert F. Dennis Inc., Los Angeles.

JOHN B. KENNEDY, Blue commentator, sold on a cooperative basis Monday through Friday 2-2:15 p.m., now has a total of 70 sponsors. "Martin Agronsky's Commentaries", Monday through Friday 8-8:15 a.m., another Blue co-op series, has 83 sponsors.

ESTHER LATZKE, director of consumer service of Armour & Co., Chicago, has been named chairman of a women's committee formed by the Grocery Mfrs. of America. First project of the committee, composed of economists of various food manufacturers, will be to carry to the consumer the GMA's campaign for good descriptive labelling.

PARKER HERBEX Corp., New York, has named Charles W. Hoyt Co., New York, as agency for hair preparations and has started station breaks on WBAL Baltimore.

GORDON BAKING Co., Detroit, makers of Silvercup Bread, which last December shifted advertising from C. L. Miller Co., New York, to United Adv., Newark, is testing on WAAT Newark with a money give-away series "Dialing for Silver", a five-weekly quarter-hour show.

KINDELL SERVICE STORE, Carlsbad, N. M., has signed for 52 week sponsorship on KAVE of "The Shadow", Charles Michelson Agency feature. Lord's Jewelry Store, Rock Island, Ill., has signed for series on WHBF and Greensboro Autos Corp., Greensboro, N. C., is sponsoring show on WBIG.

EVANS FUR Co., Chicago, extends sponsorship on WGN Chicago of two programs for nine weeks effective April 2: "Salute to the Service" 10-10:15 a.m. Sunday and "Dr. Preston Bradley's Comments" 6-6:15 p.m. Monday through Friday. Agency is State Adv., Chicago.

MURPHY PRODUCTS Co., Burlington, Wis. (farm feeds), has renewed sponsorship of the "National Barn Dance" Saturday 9-9:30 p.m. (CWT) on WLS Chicago. Contract for 52 weeks launches feed company's fifteenth year as sponsor of a portion of the "Barn Dance". Agency is Wade Adv., Chicago.

. . . in 800 B.C., they called it the "imbubu"

Early cane oboes were used in Hebrew ceremonial music over 3,000 years ago, and similar instruments formed part of the orchestra of King Nebuchadnezzar. First referred to as halpallatu or halil, and later as the imbubu or ebubu, oboes were fashioned of metal as early as 800 B.C. To the Mongols, the oboe is a sacred instrument, which they believe imitates the voice of the Indian bird, galatingga.

It was a loud wood to the French

The earliest European form of the modern oboe made its appearance in France in the last half of the 17th century. The French called it the "hautbois," which means high or loud wood. It was from the pronunciation of this word that the Italians derived the current name "oboe."

The "cor anglais," or English horn, was developed by adding a pear shaped bell to the oboe in 1720.

Small, but no weakling

The tone of the oboe has at least 12 overtones or partials. The pitch of the instrument is high and the overtones which form harmonics with the pitch are louder than the fundamentals themselves. It is this characteristic of the oboe which gives it its peculiarly piercing quality.

The loud, shrill formant of the oboe, coupled with its wide frequency range, makes it a difficult instrument to record. It can be recorded with greatest fidelity by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division

OF

Western Electric Company

INCORPORATED

195 BROADWAY, NEW YORK, N. Y.

FOR THE FIRST TIME...

Labor, Agriculture, Business——

talk war and the waging of peace on the new NBC program "AMERICA UNITED"

• For the first time in history, the facilities of a national radio network have been made available at a regular period each week to major labor, agricultural and business organizations for co-operative programs—discussions of important objectives under the war and post-war economy.

Result: throughout 1945, leaders representing the Big Three of the home-front participate in a significant NBC public service program, *America United.*

Leaders of the American Federation of Labor, the Congress of Industrial Organizations, the American Farm Bureau Federation, the National Grange and the United States Chamber of Commerce choose subjects and programs broadcast every week.

Each of these groups carries tremendous responsibility for supplying the war effort. Each sponsors vital economic plans and philosophies. Once again NBC pioneers in service to its listeners.

America United is a distinguished addition to the long list of outstanding public service programs which help to make NBC *The Network Most People Listen to Most.*

SUPERVISORS AND ADVISORY COMMITTEE OF "AMERICA UNITED"

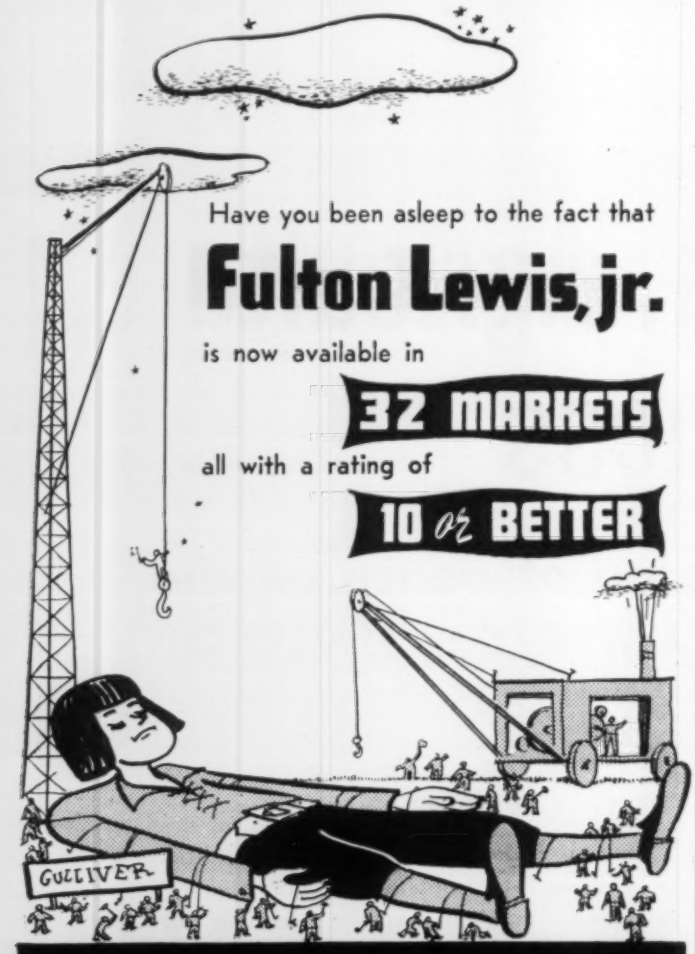
Seated, left to right: Edward A. O'Neal, President, American Farm Bureau Federation; William Green, President, A. F. of L.; Phillip Murray, President, C. I. O.; Albert S. Goss, Master of National Grange. *Standing:* Frank E. Mullen, Vice President and General Manager, NBC; Eric Johnston, President, U. S. Chamber of Commerce; Niles Trammell, President, NBC; Dr. James Rowland Angell, Public Service Counsellor, NBC.

National Broadcasting Company

America's Number 1 Network

1945—Radio's 25th Anniversary—Pledged to Victory!

A Service of Radio Corporation of America



Fulton Lewis, jr. — "America's Most Listened To" News Reporter — is currently heard on 240 stations from coast-to-coast with more than 130 sponsors. His program formula is proved . . . boasting an audience that rates him 10 or better in each of the 50 markets available at this time.

In these days with good programs at good times hard to find . . . DON'T OVERLOOK THIS BUY! . . . Remember, Fulton Lewis, jr., is heard on more stations by more people with more sponsors than any other News Reporter.

For Further Details — Phone, Wire or Write WILLIAM B. DOLPH, Barr Building, Washington, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.

Affiliated with the MUTUAL BROADCASTING SYSTEM

OWI PACKET, WEEK APRIL 9

Check the list below to find the war message announcements you will broadcast during the week beginning April 9. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Hold Prices Down	X	--	--	--	--	--	--
War Bonds	X	--	--	--	--	--	--
Ceiling Prices	--	--	--	--	--	X	--
Planned Saving	--	X	X	X	X	--	--
V-Mail	--	X	X	X	X	--	--
Merchant Marine Recruiting	X	--	X	--	X	--	--
Ceiling Prices & Rationing	--	--	--	--	--	--	X

See OWI Schedule of War Message 155 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

WGNB INAUGURATES NEW PROGRAM PLAN

A NEW plan of operation stressing "live" broadcasts and serious musical programs, went into effect Sunday on FM station WGNB Chicago, with a special broadcast of *The Chicago Theatre of the Air.*

Simultaneously the WGNB staff under the direction of Marion Claire moved to its new offices on the 11th floor of Tribune Tower, adjacent to the new studio designed specifically for FM broadcasts. Staff members under Miss Claire are Lewis James, who will supervise production; Estelle Barnes, program manager; Eloise Keeler, script editor; John Barclay and Richard Loughrin, producer-writers.

Among the live programs to be presented on WGNB regularly are: a weekly book review series by Preston Bradley; a children's symphony program with Claudia Cassidy, music critic of the *Chicago Tribune*, as the narrator; a program of poetry read by John Barclay; Fulton Lewis jr., news commentator, featured nightly in broadcasts direct from the Mutual Network.

Other Mutual programs to be carried by electrical transcription are *The Human Adventure, Mysterious Traveller, Agatha Christie's Poirot,* and *Northwestern U. Reviewing Stand.*

WGNB broadcasts on 45.9 mc daily from 5-11 p.m. CWT and from 2-10 p.m. CWT on Sundays.

CBC Meeting

SPONSORSHIP of five-minute newscasts and local programming facilities for network stations will be discussed by privately-owned Canadian broadcasters at the April 8-9 meeting of the board of governors of the CBC at Ottawa. As a result of resolutions passed at the recent annual meeting of the Canadian Assn. of Broadcasters, at Quebec, the CAB will present reasons for a change in present CBC regulations to allow in addition to quarter-hour and 10-minute newscasts, the sponsorship of five minute newscasts, requested by a number of stations. The private stations also will ask for local autonomy in regard to network sustainers, to allow them to air locally developed sustaining or sponsored programs in lieu of network sustaining programs if desired.

Harco Steel Co. Designs Tower for Fast Erection

ENGINEERED for speedy erection through the use of light weight individual parts, a new triangular radio or structural tower has been designed by the Harco Steel Construction Co.

A four-man crew of unskilled laborers is sufficient to erect the towers, named "Blizzard Kings" which vary in height from 90 to 425 feet. Required building time, depending on size, is from 10 to 50 hours. The average weight of component parts is 5.3 pounds and the heaviest section is only 8 pounds. Bolt and sleeve construction are employed.

Shields Cut Radiations

TESTS RECENTLY completed by RCA Victor Division, Camden, N. J., have shown that separate shielding of proper design for electronic power generators, work assemblies and transmission lines will reduce the field strength of radiations which might interfere with home radio reception by a factor of 45,000 to 1. Results of the experiments, conducted one mile from the generator, were described by G. H. Williams, RCA Victor development engineer, March 5 at a meeting of the Philadelphia section of the American Institute of Electrical Engineers.

WARREN MARSHALL of the orchestra of WMBD Peoria is the father of triplets. Lever Bros. sent him a case of Swan soap which was presented on his early morning show "Brook's Breakfast Party".

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta San Francisco

THE

JOHN WANAMAKER STORE

ANOTHER

Distinguished

SIGNATURE

in the WIBG Register of Clients

This is the Wanamaker Great Organ, reputed to be the largest in the world. It is heard Monday through Saturday on WIBG, from 10:05 to 10:30 A. M. Situated in the famed Grand Court of The Wanamaker Store, this majestic organ is noted for beauty of tone and artistic perfection.

With singular pride, Station WIBG welcomes JOHN WANAMAKER to its family of sponsors. The selection of WIBG by this world famous business institution serves to demonstrate again how highly regarded this station is among businessmen who are on the Philadelphia Scene — and can adequately judge the reputation of WIBG with its listeners.

As the majestic tones of The Wanamaker Great Organ go out over the airlanes and into the homes of the great Philadelphia audience, they carry with them the real significance of this important "success story," that is added to the many others being told every day by Philadelphia's Largest Independent Station — WIBG.

Phila.'s Largest Independent

WIBG

10,000 WATTS • 990 K. C.

FULL TIME

REPRESENTED BY JOSEPH HERSHEY MCGILLVRA, INC. — NEW YORK, N.Y.

Borden's

. . . ANOTHER OF THE
NATION'S LEADERS
USING THE
BLUE NETWORK

"Frightened?" queried Elmer, the bull.

"Frightened? No! Why should I be?" answered Elsie, the Borden Dairy Queen.

"Oh," said Elmer, "being in the big time on the BLUE with so many great stars. First, with Ed Wynn. Now with the *NEW* Borden Show."

"Silly, of course not," grinned Elsie. "I may be a country cow, but I'm a Borden, and a Borden's *got* to be good. So, I just naturally feel right at home on the BLUE."

. . . AND, LIKE THE
BLUE NATIONALLY,
PACIFIC BLUE IS BETTER BALANCED

Time buyers agree popularity alone is not enough. Look at all three—cost, popularity and time clearance in relation to each other, and we believe you will agree, too . . . the Pacific BLUE *is* BETTER BALANCED. There are still availabilities if you will call us in . . .

New York • Chicago • Hollywood
San Francisco • Detroit • Pittsburgh

PACIFIC BLUE NETWORK

American Broadcasting Company, Inc.

News

JACK FREUND has resigned from the information division of the Petroleum Adm. for War to join the NBC news desk in New York. He was formerly with the Washington Times-Herald and the New York Daily News.

HUNTER L. SCOTT has been named manager of news and special events department of KPO San Francisco. **GRACE FOOTE**, formerly of WRC Washington, has been added to that department.

GIL SAUNDERS, formerly of WKZO Kalamazoo, is with the news department of WOWO Fort Wayne.

PVT. BRUCE MacDONALD, former WJW Cleveland news editor, is now stationed with the Signal Service Battalion in Kunming, China.

JACK SHELLY, manager of the WHO Des Moines news department and war correspondent, has returned to the U. S. after five months in ETO with the First and Ninth Armies. He will make a speaking tour of Iowa, Minnesota and Missouri.

LEIGH MATTESON, formerly with INS New York and Washington, has joined the NBC Hollywood news bureau. He replaces **VINCE ELLIOTT**, resigned.

LYNN THOMAS, CBS Hollywood news bureau writer, has been appointed network war correspondent in the Pacific naval area.

PAUL MORTON, Canadian war correspondent, has returned to Canada and has been on a number of Canadian network programs to relate his experiences, including a series of dramatizations on his unofficial observer role in the guerilla territory of northern Italy where he landed by parachute.

RAYMOND ARTHUR DAVIES, Canadian war correspondent for the CBC and Mutual, has returned to Russia via Cairo, after several months leave in Canada.

CKCO Ottawa has appointed Adam Young Jr. Inc., New York, as exclusive U. S. representative effective April 1.

WAR NEWS REPORT BY COL. WARNER

FOR A BETTER understanding of the war and events in Washington relating to the war's progress, the War Dept. is now broadcasting to troops overseas a weekly *War Department Report*, based on Secretary Stimson's weekly review. The 15-minute report comprises a factual account of the action in the war theatres together with a military interpretation of events during the week.

Col. Warner

Col. Albert L. Warner, former CBS news analyst and head of the CBS Washington news bureau, now chief of the War Intelligence Division, delivers the report, which is sent out to every theatre except India where reception is poor. Col. Warner also gives the War Dept.'s official war news summary of the week on the *Army Hour*.

Going over 20 shortwave facilities provided by the OWI and rebroadcast by 50 Army overseas stations, and aired also in South and Central America, the war review is under the auspices of the Information & Education Division, Army Service Forces. It is broadcast every Thursday, time to break after the Secretary has held his weekly news conference.

4 BLUE NETWORK DEPARTMENTS MOVE TO NEW ADDRESS

Because of the increased operations of the BLUE Network and the expansion of the staff, the Spot Sales, Television and Co-operative Program Departments, and the office of A. D. Nicol, controller, have moved to the 4th floor, Aeolian Building, 33 West 42nd Street.

The new offices have a separate switchboard and telephone number, Wisconsin 7-1737. (It will be impossible to reach the four departments by calling the BLUE Network.)

Allied Arts

JAMES F. KYLER has joined SESAC station relations staff as midwest representative, taking over territory formerly covered by **BURT SQUIRE**, who now handles all states west of the Rocky Mountains. Mr. Kyler goes to SESAC from WMBD Peoria, Ill., where he was merchandising and promotion manager.

WALLACE C. JOHNSON, midwest regional manager of Admiral Corp., Chicago, has been appointed manager of field activities for the U. S. on all Admiral products. **JOSEPH E. DEMPSEY**, partner of Dempsey & Co., investment bankers, has been elected a member of the Admiral board of directors. He succeeds **J. H. CLIPPINGER**, resigned.

N. F. SHOFSTALL, acting designing engineer of the West Lynn, Mass. branch of GE's electronics department, has been appointed designing engineer of the receiver division of GE's electronics department.

FRANKLIN O. PEASE has joined Reuben H. Donnelley Corp., Philadelphia, as work co-ordinator for Signal Corp. Div. He was formerly general manager of Video & Sound Enterprises Omaha and Kansas City, and more recently national supervisor with Ross Federal Service, New York.

BROADCAST SALES, Chicago, radio representative, on April 1 will move to larger quarters at 360 North Michigan Ave.

JOHN V. BRACH, with International Telephone & Telegraph Corp. 16 years, has been named marine sales manager of Mackay Radio & Telegraph Corp., IT&T affiliate.

Circus Radio Plans

RINGLING BROS. and Barnum & Bailey Combined Shows Inc., Sarasota, Fla., has appointed Seidel Adv., New York, to place its radio advertising. Building up to New York opening April 4 in Madison Square Garden, the circus will sponsor spot announcements, station breaks and programs on virtually all New York stations beginning March 19 and continuing probably through May 10. National plans are tentative, pending outcome of trials in connection with the last year's Hartford fire, and which might curtail road tour. Seidel agency, formerly located in Washington, moved to New York last February and is now located in the Times Bldg. Mr. Seidel sold out the Washington agency and accounts and is building a new business.

Si Feldstein

SI FELDSTEIN, 57, director of Jewish programs at WDAS Philadelphia for nine years, died March 4 at his home in that city.

Whatta Personality!

After all, radio is a very personal medium, and when almost every listener puts an OKEY on every program and product, there must be character down under and personality on top. Ready to share with you this profitable asset is—

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

Connecticut's Happiest Boy of 1945

YOU would be happy too if you were Francis McGrath shown here leaving the hospital restored to health. Francis is one of 42 victims out of the 70 new cases of Poliomyelitis reported during 1944 in Hartford County already sent home without any apparent trace of residual paralysis.

Since 1941 WTIC and the Hartford Courant have conducted an annual Mile O' Dimes campaign for the benefit of Polio sufferers. Each year this joint promotional drive for funds has resulted in the highest per capita response of any section of the country.

The recently completed 1945 Mile O' Dimes campaign topped all records. More than seven miles of dimes totalling over $63,000 were given by a generous citizenry to help others like Francis McGrath on the road to happiness when they fall victims of this dread disease.

We at WTIC are proud of our five-year record in promoting this important work, one of the many in the public interest to which the station dedicates itself. But the liberal response with which the people answered our appeal is cause for even greater pride.

WTIC

50,000 WATTS

DIRECT ROUTE TO SALES IN

Southern New England

The Travelers Broadcasting Service Corporation

Member of NBC

and New England Regional Network

Represented by WEED & COMPANY,

New York, Boston, Chicago,

Detroit, San Francisco and Hollywood

Cummer Switches From Y&R to DFS

Appointment Covers Energine Products; Radio Resumed

CUMMER Co., Brattleboro, Vt., division of Sterling Drug Inc., New York, has shifted its advertising from Young & Rubicam, New York, to Dancer-Fitzgerald-Sample, New York, the appointment covering all Energine products, including cleaning and lighter fluids and shoe white. Radio was resumed immediately last Monday on several network serials handled for Sterling divisions by D-F-S, which described the move as a "starter," indicating that further radio plans might be in the works.

Backstage Wife, sponsored by R. L. Watkins Co. on NBC, with primary promotion for Dr. Lyons Toothpowder Monday through Friday, now features Energine products instead, Thursday and Friday. Five trailers have been added on other Sterling-NBC shows. Cummer products are featured Wednesday on *Amanda of Honeymoon Hill* on CBS with Phillips Tablets and Toothpaste continuing the other four days.

Other Accounts

Cummer's last network show *My Best Girls* went off the Blue last January. Y & R, which has handled the account since 1940, continues as agency for Fletcher's Castoria, Molle Brushless Shaving Cream and Kling (all Centaur Co.). D-F-S handles radio only for other Sterling accounts—R. L. Watkins Co., Chas. H. Phillips Chemical Co., Bayer Co. and Sterling Products Division. Pedler & Ryan, New York, is the agency for Z.B.T. powder, and Ironized Yeast, and Sherman & Marquette, Chicago, for Dr. W. B. Caldwell Division of Sterling Drug.

Canadian Show Ratings

CANADIAN and American daytime programs hold equal place in popularity for February, according to the latest Elliott-Haynes national radio ratings report. *Soldier's Wife*, Canadian originating program, leads with a 21.5 rating followed by *Big Sister* with 19. Third place is held by Canadian program *Happy Gang*, and the remainder of the ten leading daytime programs are in order *Road of Life*, *Ma Perkins*, *Claire Wallace* (Canadian program), *Lucy Linton* (Canadian program), *Pepper Young's Family*, *Woman of America* and *Right to Happiness*.

GAMBARELLI & DAVITTO, New York, March 4 started sponsorship of a six-weekly five-minute news report on WLIB New York. Contract for 52 weeks, placed through Jackson & Co., New York, both for G&D Vermouth, Italian and Swiss Colony Wines. Company concluded last January use of a half-hour disc *Vineyard Melody* on 11 eastern stations.

CROSLEY'S PROFIT $6.04 PER SHARE

CROSLEY Corp. made a net profit after taxes of $3,299,541 on total sales of $98,168,438 according to the annual statement just sent to stockholders.

In 1943 total sales were $80,447,762 and net profit was $2,694,159. With 545,800 shares of common stock outstanding net profit was $6.04 a share in 1944 compared with $4.93 a share in 1943.

The 1944 total amounted to $17,000,000 more than 1943 but the actual increase in production was much greater because the company made substantial reduction in costs and consequent reduction in price, the statement pointed out.

Sales of the company's broadcasting division increased but the major increase was in war production by the manufacturing division. A total of $10,914,729 was provided in 1944 for payment of federal income and excess profits taxes as compared with $8,436,562 in 1943. Earned surplus on Dec. 31 amounted to $9,063,153 in 1944 while in 1943 it was $6,303,621. War production orders on the company's books total more than $80,000,000.

During the year the company sold WSAI Cincinnati to comply with FCC regulations and the money will be applied on the purchase of WINS New York City if this is given FCC approval.

"The broadcasting division is maintaining its policy of keeping abreast of technical developments and proper steps have been taken to protect its position in the fields of frequency modulation and television," the statement says.

Hooper in Chicago

PLAN to open new offices in Chicago March 16 was announced by C. E. Hooper, of C. E. Hooper Inc., at the Radio Management Club last Wednesday. Janet Widner, of the New York office, will be office manager and Harriet Clemenson, formerly personnel director and secretary to Mr. Hooper will transfer to the Chicago office as assistant manager.

JACK GAVER, Broadway columnist, and Dave Stanley, press agent, have compiled a number of radio's top comedy scripts, representing some of the best broadcasts of Fred Allen, Jack Benny, Bob Hope, Edgar Bergen, Fibber McGee & Molly and other programs into a volume titled *There's Laughter in the Air* (Greenberg, New York, $2).

Total Population Served 6,481,300
This comprises 38.5% of Oklahoma; 12% of New Mexico; 89% of Texas.

Total Effective Buying Income $5,861,157,000
Representing 90% of Texas; 14% of New Mexico; and 29% of Oklahoma.

Total Dwellings 1,764,984
Total Radios 1,188,518
Urban Radios 656,920
Rural Non-Farm Radios 244,019
Rural Farm Radios 287,579
Retail Sales $2,628,805,000
Representing 89½% of Texas; 16% of New Mexico; and 27% of Oklahoma.

THE LONE STAR CHAIN
805-6 Tower Petroleum Bldg., DALLAS, TEXAS, Riverside 5663
Clyde Melville, Managing Director

TAYLOR HOWE SNOWDEN
Radio Sales

KGNC AMARILLO · KGKO DALLAS FORT WORTH · KXYZ HOUSTON · KTSA SAN ANTONIO · KRIS CORPUS CHRISTI · KRGV WESLACO · KFYO LUBBOCK

SPORTS
Exclusive!
Pac. Coast League
BASEBALL
Entire 1945 Season
KMPC
LOS ANGELES
710 Kc.-10,000 WATTS
THE WEST'S GREATEST INDEPENDENT
National Sales Representative • Paul H. Raymer Company

Why AMPEREX

WATER AND AIR COOLED TRANSMITTING AND RECTIFYING TUBES

AMPEREX
...the high performance tube

In the production of *Amperex* tubes every construction step is carefully watched to insure greater operating efficiency and lower operating costs. Welding, for instance, is done in an inert or reducing atmosphere in specially designed apparatus. This "*Amperextra*" means that there is no oxidation of metal parts. As a consequence, there is much less liberation of gas later on in the life of the tube, and a more consistent *hard* vacuum is maintained.

More than 70% of all electro-medical apparatus in this country is equipped with Amperex tubes. More than 40% of the nation's broadcasting stations also specify our products as standard components. There's an *Amperex* type for *every application in every field* using transmitting and rectifying tubes. Your inquiries, for present or peacetime assignments, receive prompt attention.

NOTE: *Many of our standard tube types are now available through leading radio equipment distributors.*

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET · · · · · BROOKLYN 1, N. Y.
Export Division: 13 E. 40th St., New York 16, N. Y., Cables: "Ariab"

NOW IS THE TIME WHEN YOUR DOLLARS COUNT. PLEASE SUPPORT THE RED CROSS WAR FUND

Powerful Popular
WCAO
The Voice of Baltimore
★ America's 6th City in Population.
★ Maryland's Oldest Broadcast Station.
★ Columbia Basic Outlet, Since 1927.
★ 5,000 Watts, 600 KC, Day and Night.
PAUL H. RAYMER CO.
National Sales Representative
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

O'Daniel Case Sent to Justice Dept.; Taft Cleared by Expenditures Report

POLITICAL USE of radio by the *W. Lee O'Daniel News* in the last campaign and alleged attempts of Sen. Robert A. Taft (R-Ohio) to keep certain Ohio CIO transcriptions off the air were included in the Senate Campaign Expenditures Committee report, presented last Thursday to the Senate by Chairman Green (D-R. I.).

The Committee voted unanimously to refer its record on the O'Daniel investigation to the Dept. of Justice [BROADCASTING, Feb. 12] and decided to close the case on Sen. Taft although it found that he had "raised many difficulties".

The Justice Dept. was asked to examine the facts disclosed on Sen. O'Daniel in relation to the sections of the Corrupt Practices Act prohibiting contributions made by corporations; defining the term political committee and requiring filing accounts of receipts and expenditures.

Organized by friends of Sen. O'Daniel ostensibly to distribute copies of his radio addresses, the Common Citizens Radio Committee was declared to have transferred to the W. Lee O'Daniel News Inc. large sums of money including one check from Marrs McLean, finance chairman of the Texas Republican State executive committee, plainly marked "political". The newspaper, it was found, sponsored and paid for a radio campaign on more than 100 stations in 44 states. A separate part of the investigation devoted to the citizens committee directed further attention to the portion concerning Sen. O'Daniel since the two "were inextricably interwoven".

The investigating group concluded that the activities of the newspaper were "directed toward influencing the election of Presidential and Vice-Presidential candidates in 1944. The radio broadcasts were palpably political. All contracts for them ended on election day or shortly prior thereto. Political rates were paid in some instances. To arrive at any other conclusion would be to contradict the statement made by Sen. O'Daniel, 'With enough people back of the *W. Lee O'Daniel News* and our radio broadcasts, we can whip the New Deal nationally just the same as we whipped the New Deal in Texas'."

Complaint against Sen. Taft alleging attempted use of his position as Senator to deny access to broadcasting facilities was made by the Ohio CIO Council in answer to charges originally made against it by the Senator. Sen. Taft had sent telegrams to Ohio stations stating that other stations ruled not to accept dramatized CIO discs and ended with the "request that you refuse to accept the transcription."

Investigation by the Senate group disclosed that no station to whom the recording was offered refused to accept. Despite the apparently falsified telegram the committee ruled that "While the telegraphic request of Sen. Taft may have raised many difficulties, it did not exclude the Ohio CIO Council from radio broadcasting facilities." However, no substantiation was found as to alleged improper or excessive expenditures by Sen. Taft.

WERC to NBC

WERC Erie, Pa., will join NBC June 15. Station, 250 w on 1490 kc. is currently a CBS affiliate.

THEY'RE ALL "MAIN" STREETS, STRANGER!

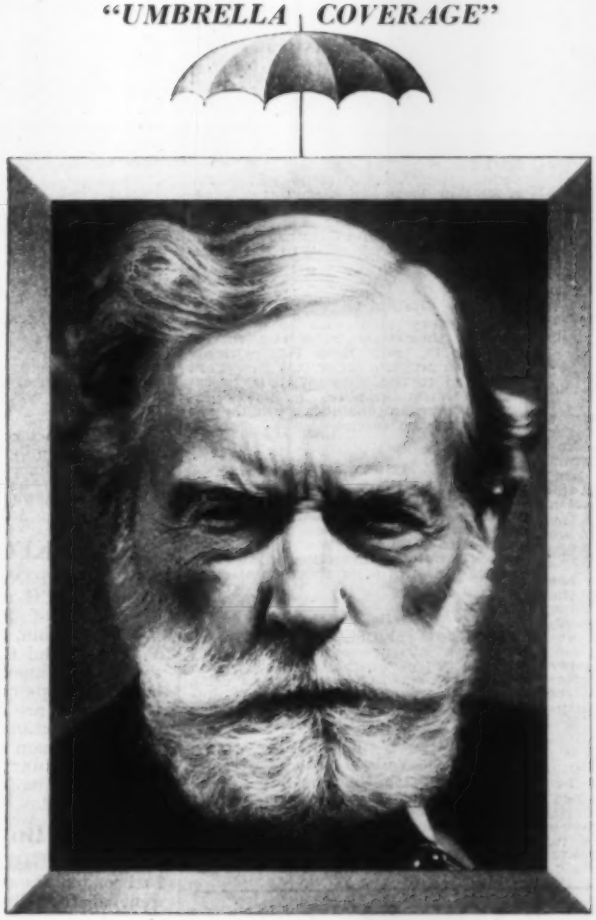
Without batting an eye, we'll tell you candidly that Fargo boasts only a population of about 35,000 souls! *Why*, then, is Fargo such a "*big-business*" city —one of the best and busiest of its size in the nation? The answer is that Fargo is the shopping center of over a million *other* prosperous people who live throughout this ferti'e Red River Valley! . . . And WDAY, by the way, is the ONLY station that covers the Valley! For the proof, write WDAY!

WDAY, INC.
N. B. C.
FARGO, N. D.
Affiliated with the Fargo Forum
970 KILOCYCLES . . . 5000 WATTS
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

HUNTING FOR MORE BUSINESS IN IDAHO?

KSEI
POCATELLO · IDAHO

"UMBRELLA COVERAGE"



Mr. GIRARD FRANKLIN PENNMORE *says:*

"Our family tunes in all Philadelphia Radio Stations at times, but *most of the time we tune in WCAU.* Why? Well, tuning in WCAU has been a Philadelphia Tradition ever since we owned a crystal set. You see, WCAU has always had wonderful programs. I remember when WCAU brought us the first Columbia Network program ever broadcast. Then too, WCAU has always been Philadelphia's 'strongest' station. It was our first 50,000 Watt station, and though there are other high-powered stations in Philadelphia now, I notice WCAU comes in clearest and strongest."

Mr. Girard Franklin Pennmore is typical of millions of long-established Philadelphians whose roots go deep in Philadelphia Traditions. As Survey Experts know, WCAU leads in total listening audience in Philadelphia, but even more important is the fact that WCAU has *always* been Philadelphia's Prestige Station.

WCAU

CBS AFFILIATE

"Umbrella Coverage"

50,000 "FREE WATTS" SURGING OUT IN A GREAT TIDAL WAVE OF POWER IN ALL DIRECTIONS, GIVING "UMBRELLA COVERAGE" OVER A CLEAR NATIONAL CHANNEL

PHILADELPHIA'S LEADING RADIO INSTITUTION

MAGIC!

In effect, WMMN results might well arise from the boiling of some magic radio potion. But in reality they spring from solid, fundamental broadcasting practice with a strong personal touch.

That's why we are able to deliver to advertisers one of America's Greatest Direct Response Audiences.

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

PROGRAMS

Servicemen News

PERSONAL NEWS about New York City servicemen is featured in "New Yorkers at War", thrice-weekly quarter-hour program heard on WMCA New York. Presented in cooperation with the news services of the armed forces, material includes battle stories, hospital records, assignments and promotions in all theatres of war. Interviews recorded in frontline areas are featured. Program is directed by Leon Goldstein, vice-president in charge of news and special features, who is awaiting accreditation from the War Dept. to go overseas, where he will collect material for the series.

WCKY Service Voices

CINCINNATI families which have had to be satisfied with letters from their fighting men overseas now are given the opportunity to hear the voices of their sons, brothers, and husband on "Cincinnati Service Record", new program on WCKY Cincinnati Tuesday 9:45 p.m. Program uses transcriptions sent by the 6th Army Group Press Camp in western Europe. WCKY sends records to the families of the men after they are played.

Salutes

SALUTING a fighting man from Los Angeles area who lost his life in the war, Los Angeles Times is presenting a nightly tribute on KMPC Hollywood. Approximate five-minute broadcast precedes station sign-off at 12:05 a.m. Names are selected from newspaper casualty lists. Tribute includes a letter from the Times to war hero's relatives in advance of broadcast and transcription of the salute.

Health Series

PROBLEMS of the individual's health and his responsibility to others in his community are worked out in a new weekly Canadian Broadcasting Corp. Trans-Canada network program "Here's Your Health". Program is produced in cooperation with the U. of Toronto School of Hygiene.

Navy Program

DESIGNED to acquaint the public with the Navy's varied activities on Treasure Island in San Francisco Bay and to expedite recruitment of civilian employes, KGO San Francisco has started a 13-week series of weekly transcribed broadcasts titled "Treasure Island Navy". Scripts are written by the Navy public relations office, with music by the Treasure Island Band.

Citation on WNEW

LOCAL Navy men who have distinguished themselves in service receive citations in "Now Hear This", weekly half-hour program on WNEW New York dedicated to the Navy. With orchestra and vocalists supplied by Navy personnel, program includes "profiles" of leaders in the service.

Mystery Series

NEW MYSTERY detective series, "The Thinking Machine", adapted from the writings of the late Jacques Futrelle, was started March 12 on WBBM Chicago 11:05-11:30 p.m. Weekly series revolves around a detective who solves crimes for the fun of the mental exercise.

Battle Weather

WEATHER conditions on the Western Front are now covered in the nightly 11:25-11:30 p.m. weather news reports on WOR New York. Overseas reports come in by cable each day from correspondents of Mutual, parent network, with the station paying the cost.

Variety Quiz

DIFFERENT type of quiz is presented each day on "Idea Parade", novelty feature introduced on WINS New York with Maurice C. Dreicer as originator and m.c. Contest to translate various foreign language phrases is regular feature on one day.

Legislative Personalities

LEGISLATIVE personalities are featured on a new quarter-hour show on KSTP Minneapolis-St. Paul during the remainder of the current Minnesota legislative session. Speaker of the House of Representatives Lawrence M. Hall directs legislative leaders in a roundtable discussion of current bills.

Farm Feature

VARIETY program featuring farm news, music and interviews with farm authorities is now heard weekly on WJR Detroit. Titled "Farming Marches on" half-hour program originates at WKAR East Lansing, Michigan State College station.

Chaplains on WSAV

TO ILLUSTRATE the chaplain's work in the Army, "Your U. S. Army Chaplain on the Air" is heard weekly on WSAV Savannah. Programs are open to all denominations and feature chaplains of Hunter and Chatham Fields.

KMOX Service Show

MISSOURI State Headquarters of Selective Service is sponsoring a series on KMOX St. Louis Saturday 5:30 p.m. featuring information on re-orientation of discharged veterans and problems of rehabilitation.

Victory Gardens

WFBL SYRACUSE is presenting for the third year Victory Garden talks each Saturday by representatives of the Syracuse Garden Club.

KOIL, KFOR Transfers

APPLICATIONS have been filed with the FCC requesting transfer of control of KOIL Omaha and KFOR Lincoln, Neb. from Charles T. Stuart and Capt. James Stuart to Stuart Investment Co., family holding company of which the two transferees are major stock holders. Transaction involves issuance of new common stock totaling 2350 shares by Stuart Investment to the Stuart brothers.

Hunt Buys Fontana

AS THE initial step in its program to broaden its operations into the general food line, Hunt Brothers Packing Co., San Francisco, has acquired Fontana Food Products Co. Radio will be used for Fontana, according to Norton Simon, chairman of the Hunt board. Garfield & Guild, San Francisco, handles the account.

BROADCAST MUSIC Inc., New York, has completed an agreement with Sylvester L. Cross for the performance rights of American Music Inc., specializing in American folk music. Catalogue includes American Music, Cross & Winge, and Westmore Music Corp.

HALLICRAFTERS Co. Chicago, producers of high frequency radio war equipment filed for registration with the Securities & Exchange Commission 225,000 shares of common stock.

"I OUGHT TO KNOW BETTER THAN TO LEAVE MY BONE IN THE KSOO MAIL ROOM!"

KSOO
SIOUX FALLS, SO. DAKOTA
1140 K C — 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

Today's BEST BUYS
AUDIENCE TESTED FOR BUDGET TIME BUYERS

A full page of them in the April 2 issue of BROADCASTING on stations

REPRESENTED BY RAMBEAU

YES, WE TRAVEL FAR
That compelling force—the demand for quality—has spurred Audiodiscs to ever greater production. Each month we manufacture a larger number of these superior recording blanks, but most of this increase must be devoted to radio programs for the armed forces. Yes, we travel far to aid the war effort—and we have traveled far in quality that means better recordings both now and in the years to come.
AUDIO DEVICES, INC., 444 Madison Ave., New York
audiodiscs
. . . they speak for themselves

Mrs. June Rollinson Jackson
Russel M. Seeds Company
Chicago, Illinois

Dear June:

Here I am leanin' on my broom again. Leanin' and Peelin'. Not really loafing, you understand, but—well, it's a long story. The kind of weather we had here this winter I kept dreamin' of warm sun and sand and pretty little things in pretty little bathin' suits, and I told the Missus I had a yen for Florida. Well, Junie, she really fixed me. "Florida", she says. "Sun", she says. "Hmph", she says. And what does she do, but get me a sun lamp for Christmas. That's why I'm peelin'. I'd lay under that sun lamp and look at that Christmas card you and Hub sent me, and I kept dreamin'. Well, (I told you it was a long story) we had a fellow out to the house last week-end. A Army fellow. And don't you know he took that card of yours with all those pretty little things back to camp with him. Now all I can do is lean on my broom and dream. Lean, and peel, that is.

Yrs,
Algy

WCHS
Charleston, W. Va.

PROMOTION

Department Store Displays

HECHT Co., Washington, D. C. department store with extensive local radio schedules, is devoting an entire bank of store display windows to promote the store's various radio programs: WMAL—"History on the March" with Raymond Swing, Wednesday 7:15 p.m.; WRC—"World News Roundup", 8 a.m. weekdays, and "Parents Magazine on the Air", Wednesday 1:30 p.m.; WMAL—"Calling All Girls", Saturday 9:45 a.m.; WTOP—"Today in History" with Elmer Louis Kayser, dean of George Washington U. Windows are decorated with photos, posters, program and station information and other material.

CBS Art Entries

CBS will be represented by 12 art pieces in the National Annual 24th Exhibit of Advertising Art, to be held April 10-28 at 630 Fifth Ave., New York, by the Art Directors Club. There will be 300 advertising art presentations in the exhibit which later will go on a road tour. CBS promotion pieces include "Falstaff Openshaw's Poems," Al Hirschfeld's poster for Big Town and eight pieces prepared by the network for CBS-owned stations including "Zlotnick and the Polar Bear," for WTOP Washington and "How to Make a Success in the South" for WBT Charlotte.

WJBC Farm Service

WJBC Bloomington, Ill. has issued a market folder promoting its service programs "Rural Free Delivery", "Local Farm Front", and several market reports of interest to farmers. Folder carries a picture and short biography of Church Mabry, farm service director.

Doughnut Holes

TO PROVE that "there is something in the hole of a doughnut", WNAX Yankton, S. D. has issued a promotion piece in the shape of a doughnut with a picture of "Jolly Joe" in the middle. On other side from picture is his broadcast time over WNAX.

Diamond Rings Offered

A DIAMOND RING is offered each week to a studio contestant attending "Glamour Manor", the Procter & Gamble Co. program on the Blue. J. R. Wood & Sons Inc., New York, jewelry makers, contribute the rings valued from $175 up and receive credit on the show through arrangements made between N. W. Ayer & Son, Wood agency, and Benton & Bowles, agency for "Glamour Manor". Plan went into effect March 1 and will continue for 39 weeks or more.

WTAR Contributions

A COMPILATION of its public service and war effort contributions in 1944 has been issued by WTAR Norfolk showing specifically how it devoted 7,726 announcements, 1,741 programs and 653 hours of broadcast time to these causes. Of the total, 6,728 announcements, 774 programs and 357 hours of broadcast time were alloted to the war effort and 998 announcements, 967 programs and 296 hours of broadcast time went to general public service.

WFBL 6 to 7 Promotion

TITLED "6 to 7 p.m.—A Great Hour on WFBL", the Syracuse station has mailed 20,000 double-fold brochures to homes in the WFBL area. Brochure describes the various features—news, commentators, music, variety, comedy, public events and educational programs—that are heard during the hour. Inside of the folder are pictured those persons on the air during the 6-7 p.m. period.

WHBQ Folders

PROMOTION folders have been distributed by WHBQ Memphis on the Hooper 1944 May through September results in that area and announcing Cedric Foster, commentator, available March 30 in the Monday through Friday 1 p.m. period. The Hooper fact piece uses theme of "Make hay while the sun shines."

Chick Carter Promotion

LATEST Mutual program for local cooperative sponsorship—"Chick Carter"—is backed by material designed to sell the series locally, as well as to build larger audiences before the program goes cooperative March 26. The "Junior Mystery", which is also the subject of comic strips in Street & Smith Publishers Shadow Comic Magazine, is heard five-weekly 5-5:15 p. m. Promotion material includes script of closed-circuit sales presentation on Mutual; information on the effectiveness of children's programs; copies of letters to be sent to special lists for sponsor; newspaper mat; display sheet showing the covers of 15 S&S magazines which promote "Chick Carter".

New Series Folder

NBC is distributing 300,000 copies of a promotion piece on the new State Dept. series "Our Foreign Policy". Including a list of program topics and statements by Niles Trammell, NBC president, the folded sheet is being sent to NBC stations, the Commission to Study the Organization of Peace, the 20th Century Fund and the Foreign Policy Ass'n for distribution. Copies of the announcement bearing endorsement of major Protestant groups, are being circulated to 47,000 minsters of the Presbyterian, USA, Congregationalist, Baptist and Methodist Churches.

Promotion Inserts

BOOK - OF - THE - MONTH - CLUB, New York, to promote its sponsorship of "Author Meets the Critics" on WHN New York, is distributing to subscribers in the New York metropolitan area more than 50,000 multi-colored four-page inserts, carrying pictures of participants and quoting their recommendations of the series. Agency is Schwab & Beatty, New York.

G-E Diary

VARIETY of information about General Electric Co., Schenectady, and about electricity in general is included in a 1945 "G-E" diary being distributed by Young & Rubicam, New York, as a publicity stunt for G-E Houseparty on CBS. Booklet goes to CBS station managers as well as to radio editors.

WTOP Bubbles

QUERY of "Ever See a Square Bubble?" is extended to advertisers and agencies by WTOP Washington in a brochure relating the merits of station's "Factfinder" program, a WTOP tailor-made series. Brochure suggests advertisers consider similar aid from the station in building a program.

Restaurant Coverage

TO PROMOTE its news programs, WOV New York is distributing a one-page mimeographed news bulletin at lunchtime to Childs and other restaurants in the midtown area. Footnote calls attention to WOV commentators. Monday through Friday distribution is planned.

Letter Labels

ONE MILLION gummed labels promoting the news programs of Johannes Steel on WHN New York have been prepared for distribution to 100 different organizations in the Metropolitan area, for use on out-going mail.

Farm Forum

FIFTY-NINE counties participated in the KXEL Waterloo second farm forum with 200 farm leaders and press representatives attending. Program included talks by state farm authorities.

WARTIME CULTIVATION for PEACETIME SALES

Coverage of stable markets for present and post war sales is a wise sales promotion investment.

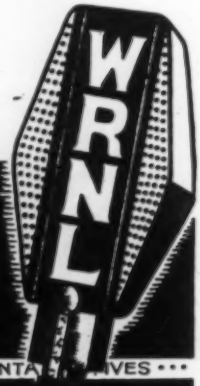
The rich markets of Richmond and Virginia, covered by Station WRNL are stable markets.

The facts on the right are proof of results.

- **70.8% OF THE NATIONAL ADVERTISERS ON THIS STATION ARE RENEWALS.**
- **88% OF THE LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.**

Advertisers don't renew contracts unless the medium they use pays off in results.

WRNL • RICHMOND • VA.



5000 WATTS
NIGHT AND DAY 910 KC

•••EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES•••

CHNS
HALIFAX
NOVA SCOTIA
The Busiest Commercial Radio Station of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

WHY

Associated has more

FM

Subscribers than any other Library!

FM calls for not only the finest in music but the finest in *reproduction* of that music.

On *both* scores ASSOCIATED ranks first among all libraries! That's why it leads all libraries in FM subscribers.

It takes ASSOCIATED'S wider range, *vertically-cut* transcriptions to do full justice to FM equipment. And every test proves it—*proves* that nowhere can you find transcriptions with more freedom from surface noise . . . lower distortion . . . more natural, lifelike tone.

In quality of reproduction as well as programming material, ASSOCIATED is the library that gives you *most* hours of the best *radio* music!

No wonder so many of America's successful stations are discovering that ASSOCIATED is a *plus* for AM, a *must* for FM.

Want the facts, without obligation? Write today for the ASSOCIATED LIBRARY booklet.

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson, 400 Madison Ave., N. Y. C.

License Fee for Broadcasters Is Proposed by Sen. McKellar

Acting Chairman of Appropriation Committee Revives Plan; Porter Voices Opposition

A LICENSE fee to be paid by broadcasters was advocated by Sen. McKellar (D-Tenn.), acting chairman of the Senate Appropriations Committee, during hearings on the Independent Offices Appropriations Bill for the 1946 fiscal year (HR-1984), it was disclosed last week upon reporting of the measure. FCC Chairman Paul A. Porter, opposed the idea.

The Senate by voice vote cut a mere $4,000 from the budget request which had been asked for the purchase of five new cars. Otherwise the House-passed measure as it affects the FCC was unchanged, with the Senate voting the Commission $5,001,400 as follows: For regular activities, $2,550,400 (reduction of $4,000); for printing and binding, $21,000; for national defense, $2,430,000.

Monopoly Fears

Declaring that radio is "an enormously profitable business," Sen. McKellar requested of Chairman Porter that the Commission consider a license fee project to help the Government pay its 300 billion dollar debt. Sen. McKellar said it appeared to him that "three-quarters" of radio time is devoted "not to news and educational proposals, but to advertising" and added: "It does seem to me instead of it [radio] being an art that we have just turned this great advertising agency over to the people who are advertising this way. I hope the Commission will take the lead in undertaking and issuing licenses and provide that the Government not only reimburse itself for its gift to this marvelous advertising agency to the nation but that it receive some benefit from it."

Sen. McKellar also objected to newspaper ownership of stations, cautioning Chairman Porter about issuing licenses "too rapidly" after the war. "I have some doubts about whether the competitive news service and also the service of broadcasting stations—if you put them together, that tends to a monopoly in one of the greatest services that the Government has put forth," he said.

"For instance, you take a great newspaper and let it broadcast in that city or locality, and it seems to me that leads to monopoly very rapidly." Chairman Porter assured him the Commission's continued emphasis would be on the "widest possible diversification".

Chairman Porter, who appeared before the Senate subcommittee on appropriations on March 1, opposed a license fee system, contending that radio already pays more Federal taxes than other industries by comparison; that of the two-billion-dollar advertising expenditures radio gets 200 or 250 million; that a license fee would stifle competition.

Sen. Wallace H. White Jr. (R-Me.), member of the Interstate Commerce Committee, also opposed a licensing fee. Earlier Sen. White said: "I have been out of sorts with the FCC in the past year or so, but I am in sympathy with them now."

Sen. McKellar proposed that the FCC take an arbitrary cut of 10% from its national defense budget, in addition to the reductions made by the Budget Bureau and $201,600 by the House. In a subsequent letter, after taking it up with the Commission, Chairman Porter wrote that to reduce the national defense appropriation by 10% more would mean abolition of necessary monitoring and other services now being performed in the war interest.

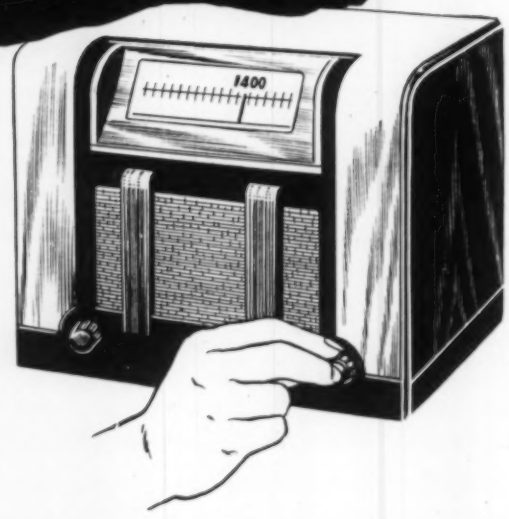
He pointed out, however, that monitoring of European and South American stations will cease as of Dec. 31 this year. The FCC proposed to the Budget Bureau that the "state of war permitting, we would discontinue intercepting and recording radiotelegraphic traffic to and from Germany, as of July 1, 1945, at a saving of $99,650," Mr. Porter wrote Sen. McKellar.

Warner Appointed

SAM BASS WARNER, formerly head attorney for compliance of the War Production Board and Harvard Law School professor of law, has been appointed Register of Copyrights of the United States, Luther H. Evans, Acting Librarian of Congress has announced. Mr. Warner replaces the late Col. Clement L. Bouve.

Listening Habits
in Philadelphia

Nearly everybody listens to WDAS BROADCASTS OF NEWS . . . ON THE HOUR • EVERY HOUR



That's why most Philadelphians have formed the habit of dialing 1400 regularly.

With "Listening Habits" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

WJHP
Jacksonville, Fla.

Buy Wonderful Jacksonville's Hooperated Powerhouse

Represented by JOHN H. PERRY ASSOCIATES

Hooperatings Show KXOK Daytime Audience up 29.7%

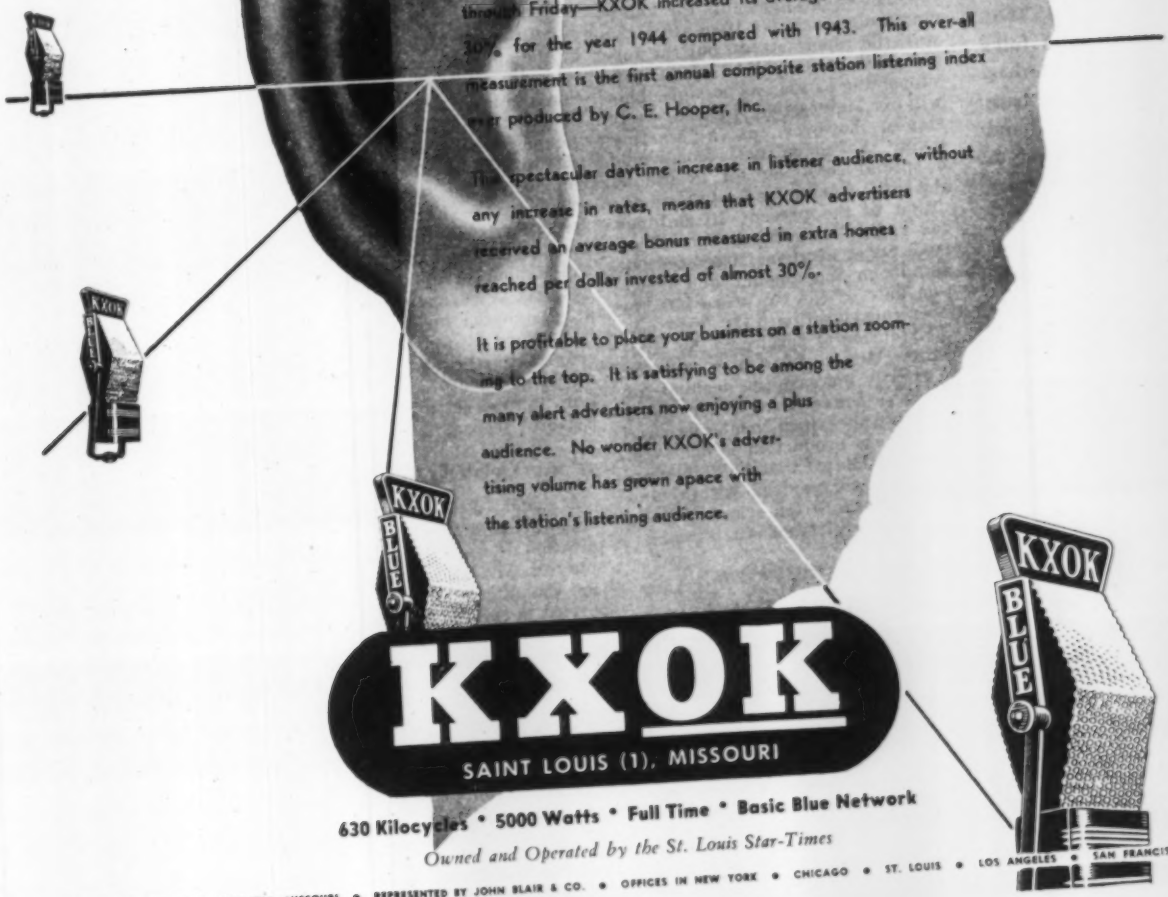
1944 compared with 1943 shows a daytime increase in listeners to KXOK of almost 30%. All other network-affiliated stations in St. Louis showed an average audience loss in the daytime.

KXOK advertisers, on the average, enjoyed a plus audience of 29.7% at no increase in cost.

For the 40 quarter hour periods between 8:00 A. M. and 6:00 P. M.—a total of 200 Hooper checked periods Monday through Friday—KXOK increased its average audience almost 30% for the year 1944 compared with 1943. This over-all measurement is the first annual composite station listening index ever produced by C. E. Hooper, Inc.

This spectacular daytime increase in listener audience, without any increase in rates, means that KXOK advertisers received an average bonus measured in extra homes reached per dollar invested of almost 30%.

It is profitable to place your business on a station zooming to the top. It is satisfying to be among the many alert advertisers now enjoying a plus audience. No wonder KXOK's advertising volume has grown apace with the station's listening audience.



KXOK

SAINT LOUIS (1), MISSOURI

630 Kilocycles • 5000 Watts • Full Time • Basic Blue Network

Owned and Operated by the St. Louis Star-Times

AFFILIATED WITH KFRU, COLUMBIA, MISSOURI • REPRESENTED BY JOHN BLAIR & CO. • OFFICES IN NEW YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

kglo

MASON CITY Iowa

And planting time is BUYING time. "Heartland" farm folks are now buying workclothes, fence posts, chick feed, barn paint and all the hundred and one other items they need to make 1945 their greatest year in agriculture.

Tell them about the advantages of your products over their "home" station . . . KGLO, Mason City, Iowa. Write or wire for availabilities.

Use KGLO and WTAD
Quincy, Illinois
A Natural Combination

kglo

MASON CITY Iowa

1300 K.C. 5,000 Watts

CBS Affiliate

Weed & Company, Rep.

A Lee STATION

British Video

(Continued from page 20)

the BBC should operate the service; that an advisory committee should be appointed.

It is the opinion of the Committee that television should not be delayed but should be opened in London immediately after the war using the old 405-line definition with future plans providing for extension to the six most populous provincial centers and program relay to those provincial centers. The aim should be toward improved service, the report continues, with definition approaching that of the cinema and perhaps color and stereoscopic effects. The system, however, should not embody any patented devices "prejudicial to the general interests of British manufacturers." Pooled patents are encouraged with an eye toward export.

Agreement Suggested

International standardization, it is stated, is desirable but the British should not change immediately to the American 525-line definition. An international agreement on frequency bands is suggested at the earliest possible moment.

The immediate arrangements for financing television must depend on the BBC's arrangements for financing sound broadcasting after the war, the report states, but the former service should be made self-supporting as soon as possible. This will be impossible in the early stages, however, as a starting point, the committee recommends a special receiving set license at the rate of one pound a year in addition to the present 10 shillings for radio listeners. A special cinema video also was suggested but details on the amount and inception date of the tax were left for later consideration.

Extension of service to the large centers outside London is expected to greatly increase the demand for receivers thus solving the problem of high price which should decrease when mass production is achieved.

It is estimated that 405-line operation can be resumed within nine to 12 months after release of the necessary staff from war duties.

WPIC Curtailed

FOLLOWING petition by WTAR Norfolk, Va. objecting to interference from WPIC Sharon, Pa., the FCC last week notified WPIC to discontinue operation prior to local sunrise in accord with Sec. 3.87 of the Commission's Rules and Regulations. Station is licensed to operate on 790 kc with 1,000 w daytime only, but under the regulation has operated between hours of 4 a.m. and local sunrise subject to the proviso that such operation would be ceased upon notice of undue interference to another station. WPIC will have to refrain from such operation until further notice from the Commission. WTAR operates unlimited time on 790 kc with 5,000 w.

WKBZ Starts Suit On Fetzer Grant

Contests Right to Frequency On Public Service Issue

GOING before the U. S. Court of Appeals in Washington for the second time in contesting the FCC's actions regarding the operation of a station at Grand Rapids, Mich. by John E. and Rhea Y. Fetzer, the Ashbacker Radio Corp. has filed an appeal from the grant of a license to the Fetzers. Mr. Fetzer now is serving as Assistant Director of Censorship for radio.

The dispute arises from the desire of both parties for assignment on 1230 kc, which it is claimed is the only one available for use in the area. Ashbacker at present operates WKBZ Muskegon, Mich. which is less than 50 miles from Grand Rapids, on 1490 kc and wants to switch frequencies because of the alleged poor propagation qualities of its assignment which make it impossible to reach the larger area due it as the only station in Muskegon neighborhood.

Granted Permit

In June 1944 the FCC granted a construction permit, filed March 1944, to the Fetzers without hearing and designated for hearing a similar application filed April 1944 by the appellant. At that time Ashbacker protested to the Commission and later "sought relief" in the Court of Appeals. The contention, then as now, was that the proximity of the stations excludes mutual use of the same facilities and grant to the Fetzers of the construction permit then, and license now, is tantamount to refusal of the Ashbacker application without hearing. A separate hearing, such as designated by the Commission, is declined by the appellant and a comparative hearing with the Fetzers is asked of the court in addition to the setting aside of the Fetzers' license.

Violation Claimed

At such a hearing Ashbacker would attempt to prove that its application is, in the public interest, superior. WKBZ makes the contention that there is already adequate service in Grand Rapids from two existing stations. In addition it is pointed out the Fetzer-owned station WKZO Kalamazoo maintained studios at Grand Rapids and claimed coverage of that community.

It is argued that the grant thus violates Section 3.24 of the Rules and Regulations of the Commission by providing additional service where not needed at the expense of listeners in the Muskegon vicinity who do not now have a single primary service. Also brought up is a claimed violation of Section 3.35, in that the grant results in common ownership of two overlapping stations.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

One-Man Beachhead

Frank Conniff, INS correspondent, earned the soubriquet "One-Man Beachhead" in as stirring an experience as any newspaper man wants to encounter. When Conniff was assigned to cover the operation against the island of Elba, he thought INS was handing him a vacation. He was soon to know better. Elba now has become legendary among newspaper men as the roughest, toughest landing in the Mediterranean theater.

With a landing party, Conniff started toward the historic island. From prepared positions in the hills, the Nazis opened a withering fire and Conniff was thrown into the water in the darkness. For three hours he struggled in the surf and finally, at dawn, was washed up on shore, alone. The intense German resistance having made the beach impassable, the Allied command had diverted the landing to an alternative beach. Thus, Conniff had become a one-man beachhead.

After the Elba invasion, Conniff returned to Rome, but soon took part in the invasion of the French Riviera, covering the U. S. Seventh Army on its drive northward. Later, he was assigned to the U. S. Ninth Army, now moving deep into Germany.

Conniff's vivid, eye-witness accounts of the fighting in Belgium and Germany have been conspicuous for their excellence. His dramatic story, last December, of Yank courage at La Gleize, Belgium, long will be remembered by editors as one of the best to come out of this war.

Frank Conniff's reporting is typically INS in quality. It is accurate, graphic, and replete with human interest. More and more, newspaper editors and news-conscious radio station managers are turning to INS.

From every sector in this global war, INS correspondents are distinguishing themselves by their capable and thorough coverage of our relentless march toward victory. In local and national news, too, INS continues to make front-page headlines.

INTERNATIONAL NEWS SERVICE

235 EAST 45th STREET, NEW YORK 17, N. Y.

READ RIGHT DOWN THE AGENCY LIST

For Pittsburgh coverage, *all* of the nation's largest advertising agencies placed national spot business on KQV in 1944.

ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

WHY SO MANY HOURS ?
THAT'S TO SHOW WHKC, COLUMBUS, IS NOW ON THE AIR FULL TIME DAY AND NIGHT
DOES 610 MEAN ANYTHING ?
I'LL SAY IT DOES. THAT'S THE NEW WHKC WAVE LENGTH 610 ON YOUR DIAL!
NEWS EVERY HOUR!

WHKC

COLUMBUS

GOES FULL TIME DAY AND NIGHT!

★ *Double Power With News Every Hour On The Hour!*

★ *New Wave Length, 610 KC.*

★ *Central Ohio's Only Mutual Station*

★

NATIONAL REPRESENTATIVE
RADIO ADVERTISING CO.
521 5th Ave., New York City
333 N. Michigan Ave., Chicago, Ill.

Raytheon Applies For Relay Station For Mountain Top Test of 30-mc Band

SUPPLEMENTING earlier proposals filed last January, the Raytheon Mfg. Co., Waltham, Mass., filed application last Thursday with the FCC for a Class 2 experimental portable relay station to conduct tests in the 30-mc band from the top of eight high mountains in the West in connection with Raytheon's proposed nationwide relay network [BROADCASTING, Nov. 6, Jan. 22].

Last week's application, filed by Louis G. Caldwell and Reed T. Rollo, Washington counsel for Raytheon, said the company plans experiments consisting of field strength measurements and determination of propagation data from the mountain tops under various conditions "with a view to the establishment of certain commercial services".

Public Services

Those public services would include an airways beacon system for guiding aircraft safely over some of the country's most mountainous terrain; television and FM broadcasting over large areas of the Pacific Coast and Western states; television and FM broadcast interstation relays; television and FM relay pickup service; forestry and conservation radio service; state police services; weather bureau observations, automatically or manually relayed to information collecting points.

Raytheon requested authority to operate on 30,660 and 39,540 kc, pointing out that it now has available portable FM equipment for conducting tests on those frequencies "which will afford immediate investigation of that portion of the spectrum approximating the Commission's present assignments to FM and various other services such as police."

Later, applicant proposes to request authority to experiment with frequencies ranging from 90 to 26,000 mc as soon as equipment can be constructed. Raytheon desires to investigate propagation and service area characteristics of the 90, 200, 400 and 900 mc frequencies "with a view towards FM and television operation on the higher frequencies as proposed by the Commission." Experiments also are planned for frequencies of 1900, 4000, 6000, 10,000 and 16,000 mc "in the same operation" as well as for general relay services.

Raytheon is willing to undertake at once the experiments proposed and will supply the FCC with all information and data gained by such tests, the application cited. Matters relating to mountain-top operation of stations, such as power, transportation, servicing and construction have been under investigation for some time and consultations have been held with the Forest Service, Dept. of Agriculture.

"The applicant's research and development have passed the stage of transmission and reception in the laboratory for military use and authority for transmission research and development separate from that now being carried on is the desire of the applicant," said a supplementary statement filed with the application. Raytheon pointed out that the program of research and experimentation will be conducted by a staff of engineers and administrators with many years of experience in electronics and superhigh frequency transmission and in domestic and international radio communications.

Experimental test transmissions are proposed from and between the tops of Mt. Adams, Washington, 12,307 feet; Mt. Shasta, 16,161 feet; Mt. Tamalpais, 2,600 feet; Mt. Whitney, 14,496 feet; Mt. San Gorgonio, 11,485 feet, all in California; Wheeler Peak, Nev., 13,058 feet; King's Peak, Utah, 13,498 feet; Gray's Peak, Colo., 14,340 feet.

As for television and FM broadcast inter-station relays, Raytheon believes a satisfactory network can be developed extending from Seattle through San Francisco to Los Angeles, with a branch eastward via Wheeler Peak, which will reach King's Peak and thence to Gray's Peak, for serving the Salt Lake City and Denver areas.

Applications for experimental relay stations above 1900 mc in Boston and New York, as part of the eastern nationwide network, were filed by Raytheon last January.

Santa Fe Gets Stations

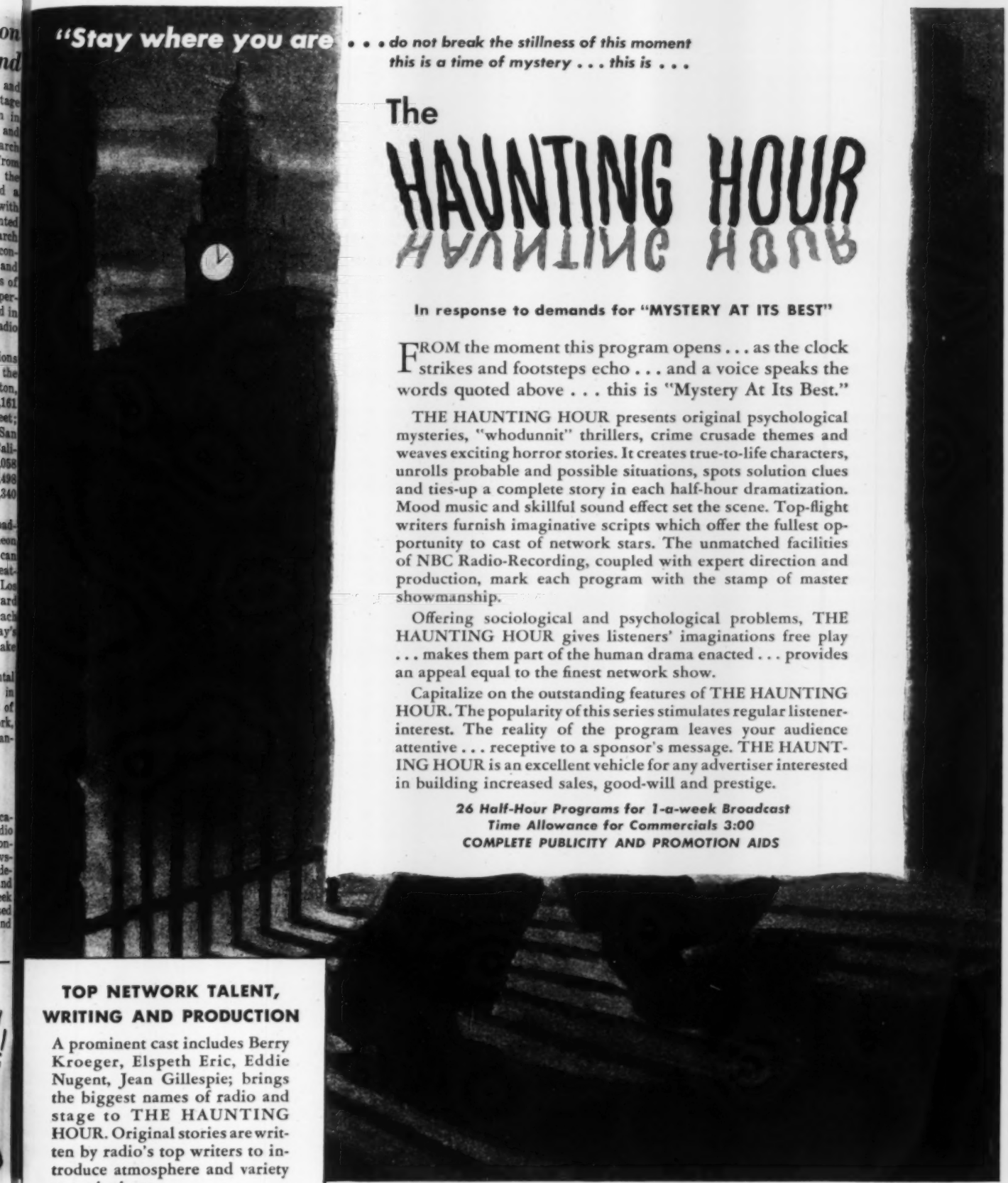
SANTA FE RAILWAY'S application for two new portable radio stations for experiments in construction of efficient antenna systems, control units and similar devices for railroad right-of-way and rolling stock was granted last week by the FCC. Stations are to be used between Chicago and Galveston and Chicago and the West Coast.

Sell the Booming Hard Coal Region!

WAZL

Hazleton, Pa.

★ NBC Mutual



. . . do not break the stillness of this moment this is a time of mystery . . . this is . . .

The HAUNTING HOUR

In response to demands for "MYSTERY AT ITS BEST"

FROM the moment this program opens . . . as the clock strikes and footsteps echo . . . and a voice speaks the words quoted above . . . this is "Mystery At Its Best."

THE HAUNTING HOUR presents original psychological mysteries, "whodunnit" thrillers, crime crusade themes and weaves exciting horror stories. It creates true-to-life characters, unrolls probable and possible situations, spots solution clues and ties-up a complete story in each half-hour dramatization. Mood music and skillful sound effect set the scene. Top-flight writers furnish imaginative scripts which offer the fullest opportunity to cast of network stars. The unmatched facilities of NBC Radio-Recording, coupled with expert direction and production, mark each program with the stamp of master showmanship.

Offering sociological and psychological problems, THE HAUNTING HOUR gives listeners' imaginations free play . . . makes them part of the human drama enacted . . . provides an appeal equal to the finest network show.

Capitalize on the outstanding features of THE HAUNTING HOUR. The popularity of this series stimulates regular listener-interest. The reality of the program leaves your audience attentive . . . receptive to a sponsor's message. THE HAUNTING HOUR is an excellent vehicle for any advertiser interested in building increased sales, good-will and prestige.

26 Half-Hour Programs for 1-a-week Broadcast
Time Allowance for Commercials 3:00
COMPLETE PUBLICITY AND PROMOTION AIDS

TOP NETWORK TALENT, WRITING AND PRODUCTION

A prominent cast includes Berry Kroeger, Elspeth Eric, Eddie Nugent, Jean Gillespie; brings the biggest names of radio and stage to THE HAUNTING HOUR. Original stories are written by radio's top writers to introduce atmosphere and variety to each show.

Bert Wood, Staff Director NBC Radio-Recording, producer.

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York · Chicago · Washington · Hollywood · San Francisco

1945—Radio's 25th Anniversary—Pledged to Victory!

manager, WTAR Norfolk, district director.

Mr. Ryan, in the opening session Monday, greeted delegates and presented a report on NAB objectives. Robert T. Bartley, in the absence of Don S. Elias, general manager, WWNC Asheville, chairman of the NAB Legislative Committee, reported on problems affecting new legislation for broadcasting. Willard Eglof, Director of Public Relations, NAB, also addressed this group.

In a meeting over which James H. Moore, WSLS Roanoke, member of the NAB Public Relations Committee, presided, Dr. Harrison B. Summers, director of public service of the Blue network, urged delegates to solicit the aid of public spirited civic groups in scheduling community programs.

Robert L. Kennett, manager of the program relations division of CBS, spoke before the program meeting, which was presided over by Irvin Abeloff.

WORD Names Rambeau

WORD Spartanburg, S. C., will be represented by Wm. Rambeau & Co., effective Feb. 15. Station operates with 250 w on 1400 kc.

COLLEGE MAY ADD RADIO INSTITUTE

WESTERN RESERVE University has given the green light to a general mulling over a plan which would eventually bring to its campus a communications institute of arts and sciences where studies would be made in television, radio, motion pictures, facsimile and radar.

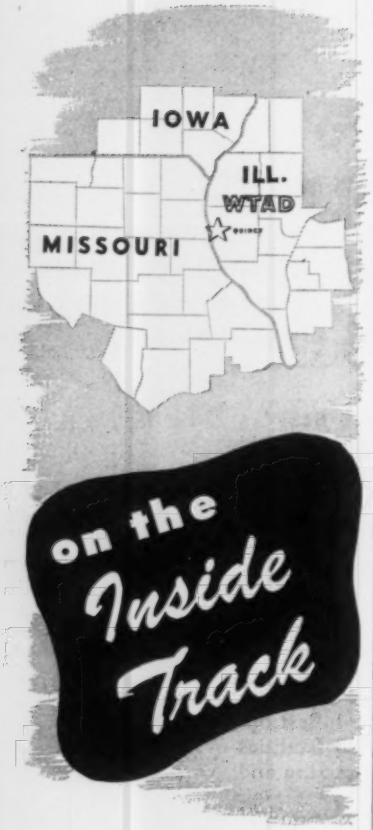
Currently the plan is in the investigation stage for no money has been appropriated for the ambitious postwar project.

Plans, however, would call for a $2,000,000 three-story building with $3,000,000 more needed for the operation and the endowment of the venture, a round sharing budget of $5,000,000.

Austin Company, Cleveland engineers and builders, is said to be at work on a model of the proposed building which would include two large research studios with provisions for televising both indoor and outdoor scenes.

Barclay Leatham, professor of dramatic art at Western Reserve, who has been doing some progressive research in television programming, said today that if the plans materialize, the new communications institute would make Cleveland the leading city in the country in this field.

ROBERT W. BROWN, day news supervisor of NBC's news and special events department, resigns in April to become executive news editor of INS Morning Newspaper Service. He will be replaced by Arthur H. Wakely, NBC newswriter for two years.



on the Inside Track

The salesman with an "inside track" gets there first . . . then sells more successfully.

In busy Quincy, Hannibal, Keokuk and the 40 rich farm counties surrounding, WTAD holds the important "inside track" with the majority of radio listeners. Here's the station to sell your products successfully. Some good program and spot time still available.

Write or wire for details.

Use WTAD and KGLO
Mason City, Iowa
A Natural Combination

WTAD

QUINCY Illinois

930 K.C. 1,000 Watts

CBS Affiliate

The Katz Agency, Rep.

A Lee STATION

DRINKING SONG

Good wine has probably inspired more lyrical outbursts throughout the ages than any other beverage. Good wine and the grapes from which it comes, produces another kind of well-being for the California farmer . . . whose table wine grapes brought him an all time high of $125 per ton last year . . . whose average gross farm income was slightly over $11,000 in 1944.*

*Based on figures obtained from State Statistician.

WHAT IS The Beeline

Not a regional network, but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy Beeline rate listing first under California in Standard Rate and Data.

McClatchy Broadcasting Company

Sacramento, California

Robert A STREET National Sales Manager

Paul H. RAYMER CO. National Representative

Without this

No touchdown

Unless the ball lands in the hands of the end, it's an incompleted pass. In radio, unless an audience "catches" your sales story, it's another "incomplete pass."

Score a touchdown with your program. Use WCBM, Baltimore's listening habit.

The Blue Network Station

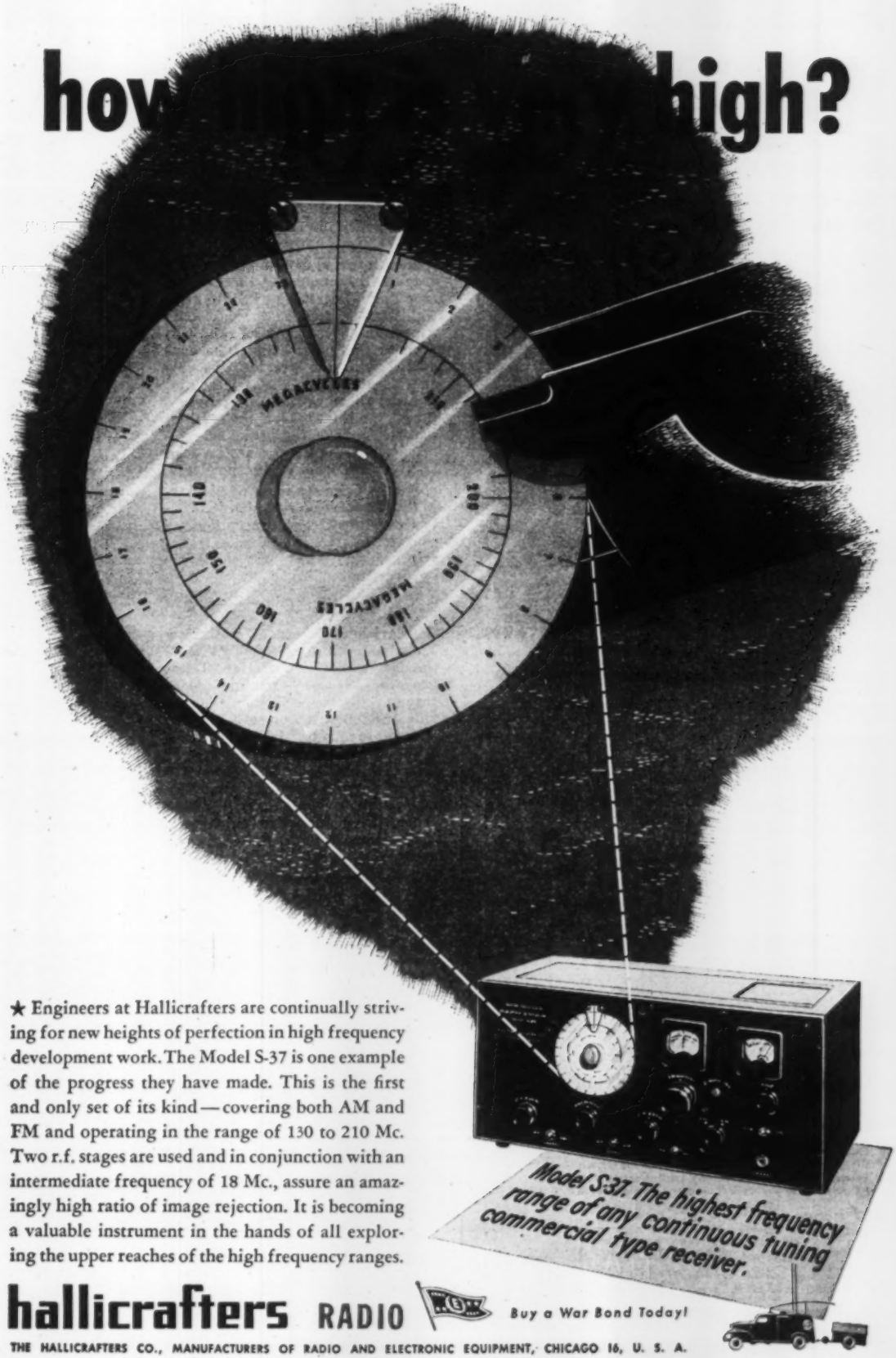
WCBM

BALTIMORE

JOHN ELMER, President — GEORGE H. ROEDER, General Manager

FREE & PETERS, Inc., Natl. Rep.

how high?



★ Engineers at Hallicrafters are continually striving for new heights of perfection in high frequency development work. The Model S-37 is one example of the progress they have made. This is the first and only set of its kind — covering both AM and FM and operating in the range of 130 to 210 Mc. Two r.f. stages are used and in conjunction with an intermediate frequency of 18 Mc., assure an amazingly high ratio of image rejection. It is becoming a valuable instrument in the hands of all exploring the upper reaches of the high frequency ranges.

hallicrafters RADIO

Buy a War Bond Today!

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.

National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

HARVEY distributor of fine radio and electronic equipment

CAN DELIVER

Audax EQUIPMENT

The "Royal Family" of pickups . . . cutters . . . jewel points

Fine instruments are needed to make fine sound recordings. That's why AUDAX Pickups, Cutters and Jewel Points have come to be the first choice of top-flight engineers. AUDAX Pickups feature the exclusive "relayed-flux" principle which is so largely responsible for the sharp, clean-cut facsimile reproduction of Microdyne. Into these Pickups, as well as the Cutters and Jewel Points, has gone the precision craftsmanship that makes AUDAX truly the "Royal Family" of recording accessories.

Free! PICK-UP FACTS! Write today for this valuable booklet which contains the answers to most questions in the field of sound reproduction, written by Maximilian Weil, leading authority on the subject.

Upon receipt of suitable priority, HARVEY can promise you reasonably prompt deliveries of all AUDAX products.

HARVEY RADIO COMPANY
103 WEST 43rd STREET • NEW YORK 18, N. Y.

More Than 30 Stations File To Cover Allied Conference

Several Plan Direct Pickups; Others to Cut Records; NBC to Telecast Proceedings

APPLICATIONS from more than 30 stations, exclusive of the major networks, indicated last week that radio's coverage of the forthcoming United Nations Conference in San Francisco will be one of the most complete jobs since the national political conventions.

Final determination of policy on radio, press and motion picture coverage will be made by the Conference itself, Secretary of State Stettinius announced last week. The American government, he said, will propose that proceedings "be conducted with the greatest possible consideration for the widespread interest of the world in its deliberations", and that plenary sessions and meetings of the principal commissions of the Conference be open to press and radio correspondents.

Many of the stations, particularly those on the West Coast, indicated they plan direct pickups from the conference. Others will make transcriptions and still others will cover by overhead.

Television Coverage

Television coverage for New York has been promised by WNBT, the NBC television station. Plans are to telecast the conference through films specially made for video and flown to New York for immediate airing. John F. Royal, NBC vice-president in charge of television, told the San Francisco Advertising Club last week that set-owners in New York will watch conference sessions through television within 24 hours of each day's event.

Following are stations and organizations which had filed at deadline Thursday application for accreditation to cover the conference, together with proposed personnel:

WITH Baltimore—Ian Ross MacFarlane.
KGBS San Francisco—Charles Pendleton, George Ensign.
KFWB Hollywood — Harry Maizlish, William Ray, Sam Balter, John B. Hughes, Harry Myers, Mrs. Eleanor Wilson McAdoo (daughter of the late President Wilson), Mrs. Theodore Sanders (all from West Coast); David Karr, Washington.
WDRC Hartford, Conn.—George B. Armstead.
KUOA Siloam Springs—Storm Whaley (also representing several other stations).
KPMC Bakerfield, Cal.—Art Mason.
KROD El Paso, Tex.—Val Lawrence.
WOW Omaha—Ray Clark.
KMA Shenandoah, Ia. — Earl May, Owen Saddler.
Richfield Reporter, Los Angeles—Richard Hixon, John Wald, Don Forbes, Wayne Miller, Collette Burns.
KSD St. Louis—Dr. Roland G. Usher.
KGER Long Beach, Cal.—Mervin Dobyns.
KIRO Seattle—Paul Appleby.
West Virginia Network—Mrs. Marian Henle.
Ask Washington—Hugh Grauel.
WMBG Richmond, Va.—Floyd Mihill.
WLS Chicago—John Strohm, Harold Safford.
KSTP St. Paul-Minneapolis—(undetermined).
KGVO Missoula, Mont.—A. J. Mosby.
KRE Berkeley, Cal.—Arthur Westlund, Don Handley.
KMTR Los Angeles—K. Louis Latz, Jim Strain, Lyman Smith, Eddie Lipp.
KMYR Denver—Ben Bezoff.
WKMO Kokomo, Ind.—William Randolph.
KFRE Fresno, Cal. — Paul Richard Bartlett, Robert V. Clare.
KSAN San Francisco — Leo Giroux, Mary Collins, S. K. Patterson, Jerry Akers.
WBBB Burlington, N. C.—Maj. E. T. Jones.
KFH Wichita, Kan.—George J. Gow, Leona M. Gow (plans direct pickups).
KROW Oakland, Cal.—John K. Chapel, Wallace F. Elliott, Philip G. Lasky.
KLX Oakland, Cal.—Harlan Fredericks.
KQW San Francisco—Grant Holcomb, Fred Ruegg, Ralph R. Brunton, C. J. McCarthy, Oscar Baan, Walfred Johnson.
KTMS Santa Barbara, Cal.—Louis P. Kroeck, Frank B. Weltmer, Kenneth Peters.
KRNT Des Moines—Stanley Dixon.
NAB Washington—Dorothy Lewis, coordinator of Listener Activity.
Transradio Press—William H. Pickering, Washington; Wilfred Brown, Frederick K. Gregory, Rosalie Brown, Lawrence Hart, Julia Gregory, Jean McGahay, Leo Shapiro, Catherine Peaby, San Francisco Bureau.
British Broadcasting Corp.—John Salt, Anthony Wigan, Alistair Cooke, William Newton, Thomas Gale, Christopher Cross, Gerald Cooke, Louise Ryerson.
CBS—Paul White, Ned Calmer, Max, George Fielding Eliot, William L. Shirer, Bob Trout, Helen Sioussat, New York; Bill Henry, Washington; Fox Case, Harry Flannery, Chet Huntley, Nelson Pringle, Wallace Sterling, KNX Los Angeles; William Ellers, Grant Holcomb, Don Mozley, Phil Woodyatt, KQW San Francisco. Technicians: Les Bowman, John Quinn, KNX; Joseph Enos, Paul J. Smith, Roland L. Smith, Herbert Lewis, Kenneth Bowen, KQW. Office manager, Hildegarde Gauss, New York.

Tilden Appointed

LOU TILDEN, account executive of NBC central division local and spot sales department, succeeds John McCormick effective March 15 as network salesman. Mr. McCormick resigned to head the radio department of the Republican National Committee. Mr. Tilden joined NBC in January 1941 as Chicago representative of the international sales division and assumed his present position in Sept. 1942. No successor to Mr. Tilden has been named.

EWELL K. JETT, FCC commissioner, will be interviewed March 31 on post-war uses for the walkie-talkie, on Watson Davis' *Adventures in Science* on CBS.

CAMPUS CHRISTIANS
427 WEST 5th STREET
LOS ANGELES 13, CALIFORNIA

UNIVERSAL'S NEW D-20 MICROPHONE

The stage was set for something new and here it is. Universal's new D-20 Microphone . . . soon on your radio parts jobbers' shelves to fill your essential requirements . . . uses Universal's "Dynoid" construction . . . A dynamic microphone of conventional characteristics built to fill the utility requirements of war time plus advance styling of the many modern things to come. Orders placed now with your Radio Parts Jobbers will assure early delivery when priority regulations are relaxed.

Write for Bulletin 1458 covering this new microphone.

FREE — History of Communications Picture Portfolio. Contains over a dozen 11" x 14" pictures suitable for office, den or hobby room. Write factory for your Portfolio today.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

WJW
CLEVELAND
BASIC BLUE NETWORK
850 KC 5000 WATTS
REPRESENTED NATIONALLY BY
HEADLEY-REED COMPANY

KOCY
OKLAHOMA CITY
A MUTUAL Station
Ask the Walker Co.

Denny Nominated to FCC

(*Continued from page 15*)

ber of the Commission, who was 35. Dr. Stewart resigned in 1937 to return to executive educational pursuits and is now executive secretary of the office of Research and Scientific Developments.

Mr. Denny was not a candidate for the commissionership and was disposed to support Mr. Hyde. The hard-hitting young general counsel, however, had won the respect not only of members of the FCC but of responsible personages in Congress.

A Democrat and a Washingtonian, he is regarded as a New Dealer. During the tenure of James Lawrence Fly as chairman, Mr. Denny operated on all legal and legislative fronts and demonstrated marked ability in his defense of the Commission during the rigorous two years of proceedings before the House Select Committee to Investigate the FCC. His grasp of technical aspects of radio in connection with the network regulations, the spectrumwide allocation hearings and run-of-the-mill FCC activity likewise won the esteem of FCC members and particularly Chairman Porter.

Replaces Craven

Mr. Denny will replace Comdr. T. A. M. Craven, who was not a candidate for reappointment when his term expired last June 30. Even before that, however, the FCC had not functioned with its full strength. The vacancy created by the President's failure to renominate the late George Henry Payne in June 1943 remained open until E. K. Jett, chief engineer, was confirmed the following February.

Mr. Jett is the only engineering member of the FCC. Chairman Porter, while an attorney, also has a newspaper background and was a Government wartime official before being called to the FCC chairmanship. He had acquired an intimate knowledge of radio, however, by virtue of having served for some five years as Washington counsel for CBS.

Other lawyer members of the Commission are Paul A. Walker, formerly with the Oklahoma Public Service Commission; Norman S. Case, former governor of Rhode Island; Ray C. Wakefield, former president of the California Railroad Commission, and Clifford J. Durr, who was general counsel and head of the Defense Plant Corp. before coming to the Commission in 1941.

Charles Ruthven Denny Jr. was born April 11, 1912, in Baltimore, although his family at the time was living in Washington, where his father was in the wholesale wallpaper business. Grandfather Denny was in the same business in Baltimore. Reared in Washington, he attended public schools, sold newspapers and graduated from Western High in 1929. After three years at Amherst, where he received an AB degree in 1933, he

MR. HYDE

still hadn't decided whether to b
come a geologist or a lawyer. La
won out and he entered Harva
Law School, graduating in 1936.

Less than a year with the Was
ington law firm of Covington, Bu
ling, Rublee, Acheson & Shorb, pl
a little more than four years in t
Lands Division of the Dept. of Ju
tice and a year as assistant ge
eral counsel of the FCC, were M
Denny's seasoning before he w
rewarded with the top FCC leg
post in October 1942. He joined t
Dept. of Justice as a junior a
torney and in two years was pr
moted to assistant chief of t
Appellate Section. He became chi
of that section in August 1940.
called for a lot of traveling a
argument before the various ci
cuit courts. It also called for S
preme Court practice.

Denny's Record

When he joined the FCC in Fe
ruary 1941, Charlie Denny imm
diately pitched into the networ
monopoly litigation. He worked o
the Supreme Court brief. He is r
garded as both an able lawyer an
a good administrator, who know
how to delegate authority. Durin
the House Select Committee inve
tigation of the FCC, Charlie Denn

Pardon us if we repeat—
But it's still true that
Only KROD
serves ALL the rich
El Paso Southwest

a sort of jack-in-the-box. He ld bob up any time he felt the e and on more than one occa- was threatened with ejection the hearing room. He dis- ed a rare coolness under fire.

On Committees

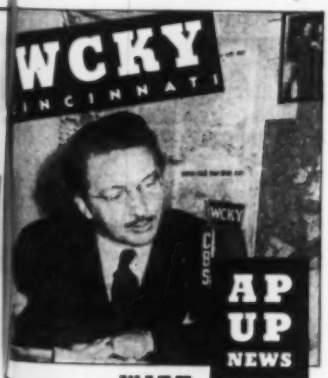
s general counsel, Mr. Denny ed as chairman of the Law mittee of the Board of War munications and also sat on a ber of interdepartmental com- tees identified with legal aspects communications. In 1937 he mar- Elizabeth Woolsey, of New k, a graduate of Smith College. y have two children, Alison d, 5, and Christine, 2. He is an iscopalian.

osel Herschel Hyde, the pros- tive general counsel, has been the Commission since the old io Commission days in 1928. was named assistant general nsel in October 1942, after hav- served as staff attorney, attor- examiner and senior attorney. Hyde was born in Idaho in 1900 educated in its public schools, ah Agricultural College and orge Washington Law School, latter while on the FCC admin- rative staff. He is married and three children.

TEEL CO. SERIES SCHEDULES McNUTT

AUL V. McNUTT, War Man- wer Commission chairman, Sun- made the first of his regularly eduled appearances on the Alle- eny-Ludlum Steel Co.'s weekly blic service program, *Steel Hori- ns*, Mutual, 9-9:30 p.m. He out- ed the general manpower prob- , its causes and effect.

Arranged through the agency of OWI Domestic Radio Bureau, . McNutt's talks are to be for proximately four and a half min- es and henceforth probably will confined to one particular man- wer problem. When travelling or herwise engaged a deputy may e over for him or pickups may used. An up-to-the-minute job thlight follows the WMC chief, forming of areas in which critical ortages exist.



WITH
REX DAVIS
4 TIMES DAILY

FM Shift Seen

(*Continued from page 18*)

Planning Board that FM be allocated in its present location.

Still insisting that it should be moved upward, it is said, was Dr. Norton. His opinions have been attacked as "theory" not based on fact but on his predictions of what the next sunspot cycle maximum will be.

Four Factors

In a public statement last week, Dr. Ray H. Manson, vice-president and general manager of Stromberg-Carlson Co., called upon the Commission to apply its "public interest, convenince and necessity" yardstick to the controversy regarding FM's location. He cited four important factors which, he said, must be considered in making the final decision, as:

(1) A preponderance of evidence that FM operation in the higher spectrum will give marked improvements to the public; (2) that the increased cost to the public of receivers to operate on the higher frequencies will be justified by sufficient improvement in quality of performance; (3) that this improvement in performance will be of sufficient value so that present owners of FM sets can afford and be willing to scrap their remaining depreciated investment of over $50,000,000 in FM receivers; (4) that the improvement in performance in the higher frequencies also will be sufficient to warrant the delays in design and production of receivers and other FM equipment of equivalent quality to prewar designs.

Unless the preponderance of "factual evidence" presented at the secret meeting last Monday and Tuesday "gives marked improvements in FM operation" in the 100-mc region, "from the listeners standpoint, then the allocations should continue in the present place in the spectrum or in some compromise location overlapping the present FM channels," said Dr. Manson's statement.

Transfer KTUL Control Granted by Commission

CONSENT WAS granted by the FCC last week to involuntary transfer of control of KTUL Tulsa from J. T. Griffin, deceased, to John Toole Griffin and Marjorie Griffin Leake, executors under the will of the late Mr. Griffin. No money is involved in the action.

The Commission granted consent to involuntary transfer of control of WIAC San Juan, P. R. from Enrique Abarca Sanfeliz, deceased, to his wife as executrix of the estate. No monetary consideration is involved.

Voluntary assignment of the license of WBIR Knoxville, Tenn. was granted from American Broadcasting Co., a Kentucky corporation, to Radio Station WBIR Inc., a new Tennessee firm under the same management and ownership. J. Lindsay Nunn and his son, Capt. Gilmore N. Nunn, on foreign duty with the Air Transport Command, are owners of the station.

It's Your Move
..and your best move
for direct cut copies of
your recordings is to
U. S. Recording Co.
✓ 24 HOUR DELIVERY
✓ AIR CHECK SERVICE
"as others hear it"
✓ COMPLETE FACILITIES
For full air check service, remote pick-ups, service on all recording problems.
write for details to
U. S. RECORDING CO.
1121 Vermont Ave., Washington 5, D. C.

this is
WDOD
the
STATION
IN
Chattanooga
•
CBS
•
5,000 WATTS
DAY AND NIGHT
ACCORDING TO EVERY HOOPER the *outstanding* CHOICE OF CHATTANOOGA LISTENERS
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

BMB Signs 89% of Stations Attending 4th District Meet

RECOVERING its momentum, after a rabbit-punch from New York independents, BMB signed up 89% of the stations attending the NAB 4th District Conference in Washington. All West Virginia stations represented signed, the second state delegation to go 100%.

First station to pledge its support of the audience index plan at the Statler Hotel meeting in Washington Monday was WWVA Wheeling. George Smith, managing director of the Fort Industry Co. outlet and vice-president of the parent corporation, asked the station's pledge be recorded as a tribute to J. H. Ryan, president of NAB, on leave as vice-president and general manager of Fort Industry.

Stations Supporting

Others pledging their support of BMB were:

District of Columbia—WMAL, WOL, WWDC; Virginia—WBTM Danville; WLVA Lynchburg; WMVA Martinsville; WGH Newport News; WSAP Portsmouth; WMBG Richmond; WSLS Roanoke; WINC Winchester; West Virginia—WJLS Beckley; WHIS Bluefield; WCHS Charleston; WBLK Clarksburg; WMMN Fairmont; WSAZ Huntington; WAJR Morgantown; WPAR Parkersburg; WKWK Wheeling; WWVA Wheeling; WBTH Williamson.

Other stations in the 4th District, which had signed before the meeting, included WTAR Norfolk; WRNL Richmond and WDBJ Roanoke. Texas is the only state, besides West Virginia, whose delegates to the NAB district meeting have subscribed 100% to BMB.

Support of the plan, at the rate of 89% of those present, in the District meeting, followed on the heels of the New York (1st District) meeting, in which only 33% pledged their support.

Asked to explain the cool reception given the plan in New York, Hugh Feltis, BMB president, told his audience that he ascribed it to the WNEW New York report on a "test" audience survey made last fall. Result of the survey by the New York independent, released prior to the New York meeting [BROADCASTING, March 12], led other independents in the New York market to believe that they would not receive equitable treatment under the terms of such a plan in a metropolitan area as large as Manhattan.

Mr. Feltis denied this, stating that the rebuttal to the WNEW report, released by the NAB Research Committee [BROADCASTING, March 5], underlined "fallacies" in the WNEW procedure for testing the plan. He said, for example, that the New York station failed to receive 50% return of ballots which the BMB plan requires as a floor before results can be official. He and Paul F. Peter, Director of Research, NAB, thanked the management of the New York station for making the survey and said that it would contribute "the store of knowledge required to make BMB successful."

Mr. Feltis emphasized also that one large New York independent, WMCA, had subscribed to the plan. Frank Silvernail, chief time buyer, BBDO New York, representing the AAAA, co-sponsors of the BMB plan with the ANA and NAB, presented the agency reasons for wanting BMB to become a reality.

Mr. Feltis reminded delegates that all stations, whether or not they belonged to NAB, were eligible for participation in the BMB. He said that between 15% and 20% of those now pledged were not members of the NAB.

District Meetings

The two-day NAB meeting brought representatives of 28 stations from the northern section of the 4th District to Washington Monday and Tuesday. Southern section (N. and S. Carolina) met in Charlotte Thursday and Friday. The Washington meeting was headed by Campbell Arnoux, general

Johnston Promoted

HENRY P. JOHNSTON, general manager of WSGN Birmingham for eight years and vice-president of *The Birmingham News* for nine, has been elected executive vice-president of The Birmingham News Company, owner of the station. Other officers elected include: Ruffin Lawson Hanson, chairman of the board; James E. Chappell, president and general manager; Clarence B. Hanson Jr., publisher and vice-president, and John C. Clark, secretary and treasurer. Mr. Johnston will continue as director in charge of WSGN.

978

HARDWARE STORES . . .

. . . where $63,575,000 change hands across the counters in a single year. That's the kind of department store business you find in the WGY COMMUNITY*—that prosperous and busy section of central and eastern New York and western New England.

—And WGY is the ONLY way you can combine this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain over 18 cities of over 25,000 population; 39 cities of over 10,000 population and 40 incorporated towns and villages of over 5000 population.

WGY

Schenectady, N. Y.

50,000 watts—NBC—23 years of service
Represented nationally by NBC Spot Sales

GENERAL ELECTRIC
WGY-227

630
ON THE DIAL
• MORE PEOPLE LISTEN
• MORE PEOPLE BUY
CKRC
WINNIPEG – CANADA
"THE DOMINION NETWORK"

NLRB Dismisses AFM Charge; Order to Nets Expected Soon

Board Probably Will Seek Decree to Enforce Its Ruling in New York Circuit Court of Appeals . .

THE WAY was cleared last week to bring the NABET-network-Petrillo platter turner dispute to the courts when the National Labor Relations Board regional office in New York dismissed a charge filed by the AFM that NABET is a company-dominated union. It is expected the Board will issue an order next week directing the networks to bargain with NABET as recommended by its trial examiner, Howard Myers, who heard testimony Jan. 30 on the unfair labor practice charge against the nets.

Although the charge filed by NABET against the networks for refusing to recognize its jurisdiction on platter turners could be processed by the Board independently of any other proceeding, Chairman Millis has been disposed to await the determination by the Regional Board of the company termination charge before issuing the order. It is considered unlikely that the national Board would review the regional Board's findings should the AFM appeal within the time days allotted. The AFM charge had been filed Jan. 27 and is understood to have been fully investigated.

Cease, Desist Order

The Board's order will direct the networks to "cease and desist" from its refusal to bargain with NABET and to commence negotiations to recognize the certification of the technicians' union as the appropriate unit for platter turner operations. Should Mr. Myers' recommendations be followed to the letter, the Board will order the nets to post notices at their studios for 30 days notifying their employes they will bargain with NABET and if an understanding is reached, embodying such understanding in a signed agreement."

The networks, under usual procedure, will be given 10 days to notify the Board of steps taken toward compliance but it is likely they will allow the allotted period to expire as they have asserted on many occasions, in public statements and before the Board, that the dispute should be conclusively settled in the courts. The Board is expected to seek a decree to enforce its order in the Second Circuit Court of Appeals in New York. Joseph A. Padway, AFM counsel, told the Board at oral arguments March 6 on the complaint case he would attempt to prevent such a decree from being issued.

Meanwhile, the House Committee on Interstate & Foreign Commerce was gathering information to form the basis for legislation to cover various Petrillo practices, including the platter turning dispute. In letters sent to about 30 broadcasters and organizations [BROADCASTING, March 12], Chairman Lee listed the recording ban, employment of standbys, the quota system for musicians, and the AFM-NABET controversy as among practices on which the Committee desires full data and "specific suggestions for legislation desired to cure these abuses".

Mr. Lea has asked broadcasters to testify at hearings to be held before the Committee on these practices "and any other practices of the AFM which may tend to interfere with stations operating to the best public interest." It is expected that the NAB will offer voluminous data which it has assembled over the past eight years. The Assn. recently circulated all stations to make available any data of interest to the Committee, pointing out that "Petrillo's continued aggressions have aroused deep Congressional interest in the extent to which his unwarranted demands have placed restraints upon broadcasting in the public interest and served as a precedent for demands on other industries."

It is uncertain as to when the Committee will hold its hearings. Mr. Lea had been hopeful that sessions might begin at the conclusion of current deliberations on railroad retirement legislation which may be wound up this week. However, there is considerable sentiment in the House to begin its Easter recess this week-end to last until about April 10, in which case hearings could not be held earlier than the second week in April.

ITALIAN Cook Oil Corp., Brooklyn, marketers of San Gennara, Bravo and Italian Cook oils brands, has appointed S. Duane Lyon Inc., New York, advertising agency. Radio will be used.

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

We said it in 1941!

. . . . and We Say It Again in 1945*

*IF YOU DON'T BELIEVE THAT . . . .

WFBL IS THE LEADING STATION in SYRACUSE, N. Y.

We'll prove it to you!

- Select any modern-type survey.
- Choose whom you want to make it.
- Choose when you want it made . . .

and we'll pay all the charges!

If you still don't believe that WFBL is the top station in Syracuse, New York, we'll gladly provide an accurate, modern survey . . . the way you want it . . . at our own expense! Absolutely no obligation on your part. Write or wire, WFBL, Syracuse, N. Y. . . . or Free and Peters, Inc., National Representatives.

WFBL SYRACUSE, N. Y.

Member Basic Network, Columbia Broadcasting System
National Representatives, Free and Peters, Inc.

KOIN
We Work Today for the Northwest's Limitless Tomorrow
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

WJHL JOHNSON CITY, TENN.
Here's Our Hooper
PERIOD — % OF LISTENERS
MORNING 91.3%
AFTERNOON 91.3%
NIGHT 80.4%
Here's Our Market
6 Thriving Cities and a Total Population of over a Million
JOHNSON CITY, TENN. WJHL
1000 Watts-910K.C.
Represented Nationally by Howard Wilson Co.

THROUGHOUT THE DEEP SOUTH
Folks Turn First to—
WWL
NEW ORLEANS
50,000 Watts
Clear Channel
CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.
WIBW The Voice of Kansas in TOPEKA

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 10 TO MARCH 16 INCLUSIVE

Decisions . .

ACTIONS BY COMMISSION
MARCH 14

1240 kc WBIR Knoxville—Granted vol. assgn. license from American Broadcasting Co. to Radio Station WBIR Inc.

1430 kc KTUL Tulsa—Granted involuntary transfer control from J. T. Griffin, deceased, to John Toole Griffin and Marjorie Griffin Leake, executors under will of J. T. Griffin.

580 kc WIAC San Juan, P. R.—Granted involuntary transfer control from Enrique Abarco Sanfeliz, deceased, to his wife as executrix of estate.

NEW-1400 kc Harrisburg Broadcasting Co., Harrisburg, Pa.—Granted mod. CP pursuant to FCC action of 11-9-45 authorizing new station (WHGB) 250 w unlimited, for approval antenna and trans. and studio location. Also ordered CP as mod. be issued.

NEW-1400 kc Macon Broadcasting Co., Macon, Ga.—Adopted memorandum opinion granting mod. CP (pursuant to FCC action 11-28-44) for new station (WNEX) 250 w unlimited, for approval antenna, trans. site and studio location; further ordered that CP as mod. be issued.

NEW-1490 kc Lincoln Dellar, Sacramento, Cal.—Adopted memorandum opinion ordering issuance CP (pursuant to FCC action 11-9-44) for new station 250 w unlimited.

NEW-1340 kc Central Valleys Broadcasting Co., Sacramento, Cal.—Same.

790 kc WPIC Sharon, Pa.—Notified to discontinue operation prior to local sunrise pursuant to Sec. 3.87 of FCC Rules & Regulations.

1230 kc WAJR Morgantown, W. Va.—Granted license renewal for regular period.

1230 kc WSKB McComb, Miss.—Granted extension license on temp. basis for 3 mo.

1230 kc WFTC Kinston, N. C.—Same.

1410 kc WING Dayton—Granted extension license on temp. basis for 6 mo.

770 kc WEW St. Louis—Denied request for special service authorization 770 kc 1 kw D 250 w N unlimited time for period ending 11-1-46.

790 kc KECA Los Angeles—Denied request for special service authorization 770 kc 5 kw unlimited, pending completion construction contemplated in pending application.

950 kc KJR Seattle, Wash.—Designated for hearing application for vol. assgn. license from Fisher's Blend Station Inc. to Birt F. Fisher.

770 kc KXA Seattle, Wash.—Denied special service authorization operate unlimited time for period ending 11-1-46.

1460 kc WMPS Memphis—Granted license renewal; conditions.

790 kc WMC Memphis—Granted petition for continuance hearing re license renewal now set 3-21-45 for 30 days.

ACTIONS ON MOTIONS
MARCH 14

KHQ Spokane—Granted petition for continuance hearing re license renewal now set 3-19-45; continued to 4-18-45.

KGA Spokane—Same.

Utica Observer-Dispatch Inc., Utica, N. Y.—Granted petition to intervene in hearing on application of Copper City Broadcasting Corp. for new station Rome N. Y. now set 4-11-45.

ACTIONS BY ADM. BOARD
MARCH 12

NEW-1450 kc Evening News Press Inc., Port Angeles, Wash.—Granted license to cover CP new station (KONP) 250 w unlimited.

1400 kc WATW Ashland, Wis.—Granted license to cover CP for increase power to 250 w.

Ohio Broadcasting Co., East Liverpool, O.—Placed in pending file application new FM station.

Applications . . .

MARCH 12

NEW-46.3 mc Scripps-Howard Radio Inc., Cleveland—CP new FM station, 8,500 sq. mi., $100,000 estimated cost.

NEW-Channel 2 Scripps-Howard Radio Inc., Cleveland—CP new commercial TV station, ESR 1720.

770 kc KXA Seattle—Special service authorization operate unlimited time for period ending 11-1-46.

MARCH 13

NEW-Channel 13-14 Philco Radio & Television Corp., Area of Cen. and N.E. Md., S.E. Pa. and D. C.—CP new experimental television relay station, A5 A3 emission 40 w visual 40 w aural. Also for W3XPD-E-F-G-H-I-K, mod. CP change power from 15 w visual 10 w aural to 40 w visual 40 w aural, change locations, type trans. and antenna and extend commencement and completion dates.

NEW-47.1 mc Mobile Daily Newspapers Inc., Mobile—CP new FM station, 10,008 sq. mi., $72,500 estimated cost.

NEW-44.1 mc WKBH LaCrosse, Wis.—CP new FM station, 15,864 sq. mi., $59,300 estimated cost.

NEW-1230 kc Voice of Talladega Inc., Talladega, Ala.—Petition filed for consideration and grant under FCC Policy 1-16-45 of application for new station 250 w unlimited.

MARCH 14

1490 kc WKBV Richmond, Ind.—License to cover CP increase power and move trans. and studio.

NEW-44.5-47.1 mc Joseph F. Novy, Riverside, Ill.—CP new developmental station, 1 kw A4 and special emission.

NEW-1400 kc Granite District Radio Broadcasting Co., Salt Lake City—License to cover CP new station (KNAK).

NEW-95 mc United Broadcasting System, Mt. Vernon, N. Y.—CP new FM station (incomplete).

MARCH 15

NEW-45.5 mc The Crosley Corp., Washington, D. C.—CP new FM station, 10,800 sq. mi., $175,000-$200,000 estimated cost.

NEW-44.1 mc WFIN Findlay, O.—CP new FM station, 6,800 sq. mi., $20,000 estimated cost.

1340 kc WCLS Joliet, Ill.—Transfer control from Walter Ashe to W. H. Erwin Jr., Arthur C. Litton, Clint Litton, Calvin F. Wilson, Gerald G. Smith, Norman S. Fitzhugh Jr. and Robert L. Bowles through sale 51 sh for $8,670.

National Broadcasting Co., Near Dixon, Cal.—CP change trans. and increase power from 50 kw to 200 kw (KNBX).

1230 kc WFVA Fredericksburg, Va.—License to cover CP change frequency and hours operation (frequency incorrectly reported by FCC March 9).

MARCH 16

660 kc KFAR Fairbanks, Alaska—Extension special service authorization 10 kw unlimited.

NEW-43.3 mc WAGA Atlanta, Ga.—CP new FM station, 20,167 sq. mi., $125,000 estimated cost.

1010 kc WINS New York—Assgn. license and CP from Hearst Radio Inc. to Crosley Corp.

Tentative Calendar . . .

MARCH 22
Further Hearing

KFVD Los Angeles—License renewal.
KPAS Pasadena—Same.

MARCH 19

WGBF Evansville, Ind.—License renewal.

MARCH 21

WDSU New Orleans—Hearing before Com. Norman S. Case to determine whether licensee has violated Sec. 315 of Communications Act.

TECHNICAL

WALTER HOWE, formerly of KOMO Seattle, has joined KTYW Yakima, Wash., as chief engineer.

MERRILL F. CHAPIN has joined KGVO Missoula, Mont., as chief engineer and technical supervisor. Formerly he was with RCA.

JOHN MICHAELS, transmitter supervisor of KYW Philadelphia, has completed his 21st year with the station.

JIMMIE JOHNTZ, KIDO Boise, Ida., chief engineer, has married WILLA MAXEY.

HOMER RAY Jr., with the engineering department of WLW Cincinnati and former chief engineer of WHBC Canton, O., is now assistant chief engineer of KIRO Seattle.

IRVING DIAMOND, engineer of WPAT Paterson, N. J., is the father of a girl.

NELSON GARDINER, former operator of CKY Winnipeg, is now in Italy with the Canadian Army.

CLAUDE SNIDER, released from the Canadian Army after overseas service, has returned to CKX Brandon, Man. as chief engineer.

JOHN GIBSON, new to radio, has joined the operating staff of CKY Winnipeg.

DICK SWAN, former WJJD Chicago engineer who has been in the Merchant Marine 10 months, has received his commission as ensign.

REX SMATHERS, released from the Army, has joined the engineering staff of WWNC Asheville, N. C.

GORDON ENGLISH, chief operator of CJOR Vancouver, is now in training at the Canadian Army's officer training camp at Gordon Head, B. C.

CURTIS BRINSON, an Army trained radio and radar maintenance man, has been added to the engineering staff of WJNO West Palm Beach.

TBA Meeting

ALLEN B. DuMont Labs., New York, will be host next Wednesday to the board of directors of the Television Broadcasters Assn. Regular monthly meeting of the board will be held at the offices of WABD, New York, the DuMont station, with J. R. Poppele, WOR chief engineer and TBA president, presiding. Directors will also be guests of Dr. Allen B. DuMont at a dinner at the Park Lane hotel, to be followed by a visit to WABD studios. General Electric Co., Schenectady, was host for last month's meeting.

5000 WATTS
WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE
NBC IN RICHMOND, VA.

MR. SCHMID MR. SWEZEY MR. HULT

Mutual Elects Swezey General Manager; Hult and Schmid Made Vice-Presidents

ELECTION of Adolph N. (Ade) Hult as MBS vice-president in charge of midwest operations and of Robert A. Schmid as vice-president in charge of advertising, promotion and research was announced March 13 by Edgar Kobak, president of the network, following the Mutual board meeting, held March 13-14 at the Ambassador Hotel, New York.

Robert D. Swezey, vice-president and assistant general manager, was elected general manager of Mutual at the two-day meeting. James E. Wallen, comptroller and treasurer of the network, was elected assistant secretary, with E. M. Antrim, WGN Chicago, continuing as secretary.

Elect Board

All members of the Mutual board were reelected with the exception of Hope H. Barroll Jr., WFBR Baltimore, and Leonard Kapner, WCAE Pittsburgh. These stations will sever their affiliation with Mutual as of June 15, when they both will join the Blue Network. Current Blue affiliates WCBM Baltimore and KQV Pittsburgh will become Mutual stations on the same date.

Mr. Barroll and Mr. Kapner both attended the annual shareholders meeting which was part of the two-day session, as they will continue to be Mutual shareholders until June 15. What will happen to the shares they now hold after that date has not been determined. Situation is not covered in the network's charter or bylaws and probably will be decided by the Mutual board at its next meeting in May. Shares may be divided among other holders or may be issued to new ones.

MBS board now includes: Alfred J. McCosker, WOR New York, chairman; Mr. Antrim; Willett H. Brown, Don Lee Broadcasting System; Chesser Campbell, WGN; J. E. Campeau, CKLW Windsor-Detroit; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; Mr. Kobak; John Shepard 3d, Yankee Network; T. C. Streibert, WOR; Lewis Allen Weiss, Don Lee.

Following a routine business session Monday morning, the board heard the network's department heads report on the activities of their respective departments. Most noteworthy was the recommendation of Phillips Carlin, vice-president in charge of programs, that the sign-off of network programs should eliminate the call letters of the originating station and mention only the city from which the program came, preceding the network sign-off, "This is the Mutual Broadcasting System."

Recommendations of Mr. Kobak for a reorganization of the network's operations, anticipated in some quarters at this time, were not forthcoming. Mr. Kobak, when questioned about this, said that his study of the network composition and operations is still in progress and will probably not be completed for several months.

Mr. Hult, who has been midwestern sales manager of Mutual since April 1941, joined the sales staff of WGN in 1929 and in 1935 switched to the MBS sales staff in Chicago. His headquarters remains in that city.

Mr. Schmid became MBS director of sales promotion in 1936, following associations with Young & Rubicam and CBS.

Ted for W. Va.

FOR THE FIRST time since Ted Husing joined CBS, he is to handle a sports broadcast for an independent group, the West Virginia Network, when he does the play-by-play account of the W. Va. U's basketball team's participation in the National Invitation Tournament at Madison Square Garden, starting March 19. Jimmy Dolan, Husing's radio partner, will participate in the broadcasts, along with Ernie Saunders, WCHS Charleston sportscaster, who will do the background and color angle. West Virginia net has cleared all commercials from the network for the broadcasts from New York.

Radio Newsmen Get More Room

Larger Senate Gallery Voted; Dedication Is Planned

EXPANSION of the Senate radio gallery offices to permit sufficient room for broadcast booths to be installed by the four major networks and to provide a workshop for the increasing membership of the Radio Correspondents Assn. was voted last week by the Senate Rules Committee, Chairman Harry F. Byrd (D-Va.), announced Thursday.

A large room formerly occupied by Leslie L. Biffle, when he was clerk to the Majority, has been allocated to the radio gallery. The room adjoins the present gallery office. Mr. Biffle now is clerk of the Senate.

The Radio Correspondents Assn. plans a formal dedication of the new quarters with possible broadcasts by the major networks, according to Richard Harkness, newly-elected president. In last week's BROADCASTING, announcing the election of Mr. Harkness, the following stations and organizations were omitted from the list of gallery members:

WBOW Terre Haute, Ind.; WEAN Providence, R. I.; West Virginia Network; WGBF WEOA Evansville, Ind.; WICC Bridgeport, Conn.; WINX Washington; WIRE Indianapolis; WITH Baltimore; WJW Cleveland; WLW Cincinnati; WNAC Boston; WMAL Washington; WNBC Hartford, Conn.; WWDC Washington; Yankee Network; Yankee News Bureau.

SPORTS MUSIC NEWS
W ★ H ★ N
50,000 WATTS DIAL 1050

WINN
LOUISVILLE

FREE to All AUTO owners
AUTOMOBILE USER'S GUIDE with wartime suggestions
196 PRACTICAL SUGGESTIONS that will help you to get
better gas mileage
longer tire life
better performance
lower upkeep costs
Get a FREE COPY from any General Motors dealer or use the coupon below:
CUSTOMER RESEARCH DEPT., ROOM 1843 GENERAL MOTORS, DETROIT 2, MICH.
Please send FREE COPY of new edition 64-page "Automobile User's Guide"—containing 196 practical suggestions on wartime operation.
Name ..... please print
Address ..... please print
City ..... Zone ..... State
Make of car now owned ..... year model

Serving New England's 3rd Largest Concentrated Audience
WLAW
LAWRENCE, MASS.—5000 WATTS—680 K C
NATIONAL REPRESENTATIVES: WEED & CO.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

Good combination man with first class license, to take over duties as chief engineer for progressive local 250 watt station. Midwest. Good salary. Send qualifications to Box 218, BROADCASTING.

Midwestern Blue Network outlet desires services all-round announcer. Must be acquainted with transcription library operation. Starting salary 50-hour week in excess of $225.00 per month. Applicant must be prepared to submit voice transcription and photo on request. Box 277, BROADCASTING.

Sales production manager with program and sales experience desired by California regional network station. Give complete qualifications, personal history and salary desired. Answer Box 387, BROADCASTING.

Wanted—Man to serve as salesman-announcer by west coast regional network station. Previous radio experience unnecessary if education, voice and common-sense okay. Prefer World War 2 veteran. Answer Box 388, BROADCASTING.

Immediate and future openings for discharged servicemen in announcing, production and program departments. We are looking for men who desire to build for postwar period. 5000-watt Mutual affiliate and key station for expanding regional network. Box 394, BROADCASTING.

Discharged servicemen wanted as radio salesmen. Exceptional opportunity. Excellent drawing account and commission. Also, opening for engineer. 5000-watt Rocky Mountain station. Box 395, BROADCASTING.

Planning staff for new station in southeast. Independent in major market. Opportunities for all branches radio personnel with no threat postwar replacement. Men, women, give full information on training, experience, or both. Good salaries. Box 396, BROADCASTING.

Writer who loves ocean bathing, trout fishing and fond of writing solid, intelligent commercial copy. You'll join the friendly, congenial staff of a popular kw network outlet in central New England. Are you listening, Ed, Walter or Jane? All replies confidential. Write your story briefly with salary requirements to Box 418, BROADCASTING.

Studio recording and transmitter engineers for regional NBC affiliate. NABET scale. Reply Box 420, BROADCASTING.

Salesman wanted—Man familiar with small market station operation and real understanding of radio sales. Send record of experience, references and photo first letter. Network station in center of richest farm area in west. Write Box 423, BROADCASTING.

CBS MIDWEST AFFILIATE ORGANIZING SMALL NEWS BUREAU AS NUCLEUS FOR A DEPARTMENT WE EXPECT TO BE MIGHTY IMPORTANT TO OUR STATION IN POST WAR YEARS. THIS IS OPPORTUNITY FOR AN EXPERIENCED MAN WHO LIVES, EATS AND SLEEPS NEWS AND HAS THE ENERGY A ONE-MAN DEPARTMENT WILL REQUIRE. DESIRE A MAN WILLING AND ABLE TO GO OUT IN COMMUNITY AND DEVELOP HIS NEWS SOURCES AND ESTABLISH HIMSELF AS A NEWSMAN. BOX 428, BROADCASTING.

Wanted—Saleman. Outstanding independent station in middle west seeks commission salesman of proved ability and integrity. Right man can earn $10,000-$12,000 a year. Send complete details first letter, in confidence, to Box 429, BROADCASTING.

Reward! Progressive regional independent Pennsylvania station offers good salary, opportunity for advancement in return for the services of a competent continuity writer, man or woman. Send personal particulars, experience, starting salary to WPIC, Sharon, Pennsylvania.

Help Wanted (Cont'd)

Thoroughly competent announcer for 5,000 watt NBC outlet. Excellent opportunity for progressive commercial announcer. Finest studios, top flight shows, good salary. State full experience. Box 436, BROADCASTING.

Radio program director and assistant to direct and expand department of metropolitan station on eastern seaboard. New ownership requires capable aggressive top man . . . and an assistant . . . who understands modern program trends and can develop and produce entertainment that will make this station unique in a field of smart competition. Prefer man with working knowledge of publicity and production. Excellent opportunity; salary in line with experience. Give full details, salary expected and references in first letter. Replies confidential. Box 439, BROADCASTING.

Radio announcer, fast moving metropolitan station on eastern seaboard. Some MC and script writing experience desirable. Excellent opportunity. Give full details of experience and salary desired to Box 440, BROADCASTING.

Radio writers, men or women, for eastern metropolitan station; must be creative and capable of developing high quality program and commercial copy. A good opportunity. State experience fully and salary desired. Box 441, BROADCASTING.

Saleswoman; to sell radio time. Live metropolitan station on eastern seaboard. Some experience; retail or agency contact helpful. Good salary plus commission. Real opportunity. Give details. Box 442, BROADCASTING.

Have an opening for a good announcer at Utah's 5000 watt Blue Network affiliate. Address usual necessary information to KUTA, Salt Lake City, Utah.

Operator-announcer. First class license. Must be capable of commercial announcing. Permanent position, good salary. Can supervise city police radio station on side. Mutual affiliate. Wanted by April 2. Wire if interested, send voice recording KBND, Bend, Oregon.

Copywriter—If you are a gal radio copywriter, with commercial copy experience and want a permanent agency where there is real opportunity, write, outlining your experience and qualifications. Give complete information in first letter, including age and salary desired. Send samples of copy. Jessop Advertising Company, 21st floor, First Central Tower, Akron 8, Ohio.

Operators—Two, with first or second class radio telephone license. Fine midwest city, 250-watt NBC affiliate. Could possibly arrange for men to attend University and draw full pay. Positions available immediately. No announcing. Fine working conditions. Agreeable cooperative staff. Wire KANS, Wichita, Kansas.

Salesman—Steady, experienced for progressive southern station. Good salary and commission, real opportunity. Can also use good announcer. Write P. O. Box 111, McComb, Miss.

Topnotch announcer to share 117-hour week with two other announcers. $60.00 weekly. Send transcription. Copy references. Experience and photo at once KMLB, Monroe, La.

Salesman; to sell radio time. Live metropolitan station on eastern seaboard. Some experience; retail or agency contact helpful. Good salary plus commission. Real opportunity. Give details. Box 443, BROADCASTING.

Radio operators (two) with first and second class license. Experience desired but not essential. For Southern Connecticut network station. Give full details in first letter. Include picture. Box 451, BROADCASTING.

Situations Wanted

Announcer—woman, 5 years staff announcing experience on 5 kw network affiliate. News, music, women's. Box 56, BROADCASTING.

Experienced operator-announcer. Colored, reliable, family, 25. Draft exempt, union musician, news. Wants permanent connections, excellent references, thoroughly educated, continuity writer. Box 349, BROADCASTING.

Situations Wanted (Cont'd)

Editor-newscaster. Long experience, dependable, good personality, hard worker, draft exempt but healthy. Box 434, BROADCASTING.

There's no substitute for experience—fifteen years of it! Announcing, news, special events, programs, continuity, controls, supervision, responsibility, and restricted license. Now managing local station. Good reasons for desiring change. If your deal is really good, might invest one to four thousand dollars. Prefer west or northwest. Age 32, married, family, draft unlikely, not a floater. References. If you need a manager or assistant, or top announcer, let's talk it over thoroughly. Write Box 368, BROADCASTING.

Discharged serviceman—second class radio telephone license, no experience. Box 417, BROADCASTING.

Manager of proven ability and capable of taking complete charge, is prepared to discuss a change. Interested only in deal which offers real money and outstanding opportunity for future growth. Age 40. Solid background plus unusual record makes this man a natural selection for a tough but profitable job. All replies confidential. Interview can be arranged. Box 430, BROADCASTING.

Commercial manager with unusual record of achievement desires larger opportunity. If you have a problem and can offer both permanence and top flight income opportunity, a personal interview will be arranged. All replies confidential. Box 431, BROADCASTING.

Position wanted—Chief engineer, age 34, 13 years broadcast experience. 4 years chief engineer, NBC station; 3 years chief engineer, police radio, ultra-high, simultaneously. Desire change, 4F classification. Available immediately. 432, BROADCASTING.

Announcer—Seeking permanent position. Two years experience. 4F. Versatile, with emphasis on news and sports. Particularly interested in sports offer. Best references as to character and ability. Box 433, BROADCASTING.

War veteran, capable of writing, producing, and M.C. record shows that are different. Also, do philosophy and telephone quiz shows. Can do staff job, including news. Age 26, single, reliable. Box 435, BROADCASTING.

Young woman, husband overseas, would like to gain experience in sales promotion copy writing, and announcing on small station in Wisconsin, Chicago or southwest. Background: brought up in India and Malaya, studied music at American Conservatory, trained in announcing and copy writing in Northwestern School of Speech and Columbia School of Radio in Chicago. Any further information very gladly furnished. Box 444, BROADCASTING.

Announcer—Experienced. 30 years old, veteran. Sales, publicity, turntables, news (all phases), ad lib, emcee. Independent and network experience. Southeast only. Available immediately. Box 445, BROADCASTING.

First class engineer now employed as chief engineer and manager of 250 watt station. Wife with third class working as combination operator. Want a change to southern state. Draft exempt. Box 446, BROADCASTING.

Music director-conductor, arranger. Did top major network shows. All around station experience. Army veteran. College graduate. Seeking permanent position with future. Box 447, BROADCASTING.

Attention—Managers and agents. Would like to transcribe commercials for you. Now with 50,000 watt station. Metropolitan voice. Guarantee to please. Box 448, BROADCASTING.

Wanted to Buy

Wanted to buy—Local radio station. Box 384, BROADCASTING.

Wanted to buy for cash, any or all parts of a 250 watt station. Please answer to Box 449, BROADCASTING.

Wanted—FCC approved frequency monitor. Send complete information. Box 386, BROADCASTING.

Wanted—A 5000 watt transmitter or linear amplifier for use with driver unit. Reply Box 437, BROADCASTING.

Wanted—Everything for 100 watt station. Cash, trade, lease. Box 438, BROADCASTING.

Wanted—Controlling interest in local or regional station. Box 383, BROADCASTING.

Wanted to Buy (Cont'd)

$300,000 available for outright purchase of operating radio station. Sale subject to FCC approval. All replies kept confidential. Please answer to Box 450, BROADCASTING.

Wanted—Late model Graflex with flash bulb attachment. Quote condition and type lens. KMLB, Monroe, La.

For Sale

250 watt composite transmitter, FCC approved. Will sell immediately $2000 as owner going into the service. West Coast Amusement, Latham Square Building, Oakland, California.

To essential users: New 16 inch two speed recording and transcription turntables. Prompt delivery. Troy L. Banks, 109 Hall St., Visalia, California.

100-watt composite transmitter, suitable for FCC approval, $2,000.00. Regional Radio Sales, 231 W. Wisconsin Avenue, Milwaukee 3, Wisconsin.

250-watt composite transmitter, suitable for FCC approval $2,600.00 Regional Radio Sales, 231 W. Wisconsin Ave., Milwaukee 3, Wisc.

250-watt composite transmitter, just rebuilt, fine condition, ready for FCC approval, $2,900.00 Regional Radio Sales, 231 W. Wisconsin Ave., Milwaukee 3, Wisconsin.

Inflation Messages

DANGER of inflation, classed as one of the most difficult problems to explain to the American people, was the subject of four OWI Domestic Radio Bureau campaigns during 1944 which achieved an estimated total of 1,641,008,000 listener impressions. The four campaigns —Wage-Price Stabilization, Fight Inflation, Hold Prices Down and Planned Saving—in more concrete language had enough impressions to reach each of the country's 100 million radio listeners more than 16 times. Time and talent costs contributed are valued at approximately $3,726,000.

Fitzgerald's Clients

SPONSORS who will continue to participate in Ed and Pegeen Fitzgerald's program when it moves from WOR New York to WJZ New York next month include J. W. Beardsley's Sons Co., Newark, April 16 for 52 weeks through United Adv. Agency, Newark, and C. F. Mattlage Co., New York, for You-All salad dressing, weekly spot, 52 weeks starting April 21. Mattlage through St. George & Keyes Inc., New York will expand its schedule shortly with participations on WMCA New York and in June will start daily announcements on WLIB New York. New sponsors include West Disinfecting Co., Long Island City, which on April 17 starts twice-weekly participations on the WJZ Fitzgerald show for 26 weeks. Firm continues thrice-weekly *Business of Living* on WEAF New York, begun last January, and will soon add recorded announcements on KXOK St. Louis. Agency is Alfred J. Silberstein. Bert Goldsmith Inc., New York. Vegex Corp., New York, through its newly appointed agency Donahue & Coe, New York, has signed for five-weekly participations for extract, seasoning, dry gravy and bouillon.

GENERAL ELECTRIC Co., Schenectady, has announced a new line of 2½-inch hermetically sealed panel instruments, housed in steel cases and "immune from effects of humidity, moisture, chemical fumes and other harmful agents".

WMAN Mansfield, O. ,will be represented exclusively by Peggy Stone, head of Broadcast Sales, New York, effective March 15, it has been announced by J. M. O'Hara, WMAN general manager.

RANCISCO URGES PERMANENT OWI

PERMANENT Government ency, working under the guid- e of the State Dept., should be ablished to carry on after the war the activities of the Office of War Information and the Coordinator of Interamerican affairs, in making "Uncle Sam better understood by the people of other countries," Don Francisco stated in an address given rch 9 before the NYU chapter Alpha Delta Sigma in New York. w a vice-president of J. Walter mpson Co., Mr. Francisco was merly radio chief of the CIAA.

r. Francisco

The agency, he said, should not mpete, but cooperate with private dustry, and should supplement mmercial dissemination of infor- tion. On the other hand, Govern- nt should be willing to give ancial support to activities which er no profit incentive, such as ernational shortwave broadcast- , he said. With the cohesive force common danger gone, it will be re important than ever to make active effort to promote friend- p and understanding among ple of foreign nations.

Lt. Macauley Back

TER TWO years as Maritime vice public relations officer oughout the Southwest and Cen- l Pacific, Lt. John Macauley, MS, has returned to Washington dquarters. Before entering the vice in 1943, Lt. Macauley con- ted interviews on the *Vocanews* gram on KGO San Francisco. Working closely with broadcast- in the Leyte campaign, Lt. Mac- ey supplied radio news material the Merchant Marine for radio respondents.

Gruen College Spots

GRUEN WATCH Co., New York, has signed for all available time signals on 16 stations of the Intercollegiate Broadcasting System. Recorded signals, 22-seconds in length with musical motif, are heard on every hour station break. Contract for 52 weeks effective March 5 was placed through McCann-Erickson, New York.

CONTROL OF WBYN TO NEWARK NEWS

ACQUISITION of control of WBYN Brooklyn by the *Newark Evening News* subject to FCC approval was formally announced last week. It is understood the price agreed is approximately $225,000 for some 70% of the station, with negotiations still in progress for the balance, which would make the overall purchase price in the neighborhood of $300,000 [BROADCASTING, Feb. 12].

WBYN, a consolidation of the four Brooklyn stations which were involved in considerable FCC and court litigation several years ago, is owned by a partnership of the original operators of the four independent stations. Three of the stockholders, the estate of Rabbi Aaron Kronenberg, Salvatore D'Angelo and Peter and Millie Teston, holding approximately 75% of the common and an approximately equal amount of the preferred stock, have already approved the transaction. Samuel J. Gellard and Ruth B. Gellard, holding 25% of the common stock, according to reports, had not yet agreed. WBYN operates on 1430 kc with 1,000 w but it is planned to increase power to 5,000 w and eventually move to the Newark area. This would be done as soon as existing equipment freezes are ended.

ARRANGEMENTS have been completed by Richard Stark Productions, New York, and Neblett Radio Productions, Chicago, for reciprocal representation in their respective cities.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- International Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
R C A COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEER
★ ★ ★
Natl. Press Bldg. Wash. 4, D. C.
District 7362 • Glebe 5880

Tel. Bridgeport 7-2465
Garo W. Ray
Consulting Radio Engineer
Hilltop Drive *Stratford, Conn.*

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

HERBERT L. WILSON ASSOCIATES
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
Nat'l Press Bldg. Wash. 4, D. C.
Room 892 NA. 7846

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

MORE RF KILOWATT HOURS
PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
911 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

Accurate *Concise* *Dramatic*
LYN PEL
and
"A Dispatch from Reuter's"
WKAT 4th YEAR

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction
Supervision and Business Services
for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

ORDER YOUR SUPPLY OF
1945 RADIO MAPS
NOW
BROADCASTING
Nat'l Press Bldg. - Wash. 4, D. C.

Closed Circuit

(*Continued from page 4*)

station, which is building special broadcasting dais to be presented to Mr. Roosevelt.

Original design of the dais provides for pipe-stem locations for mikes, so designed that they will guard mike cables against being jarred from connections. Dais will feature reading platform with special lighting that will give President good visibility of his speeches but will not cast highlights and shadows which might distort news pctures.

STATIONS

NEW YORK talk is that Crosley Corp., Cincinnati, is taking an apartment in Gotham to be occupied six months annually by Vice-President Jimmy Shouse and the other six months by Vice-President Bob Dunville, the two to split supervision of WINS when FCC approves the transfer from Hearst.

KWYO Sheridan is reported closing a deal with Mutual. If contract is signed, station will become second MBS outlet in Wyoming. Affiliation probably will become effective within two months. Other Mutual affiliate in the State is KVRS Rock Springs.

NETWORKS

THE BLUE NETWORK (of the American Broadcasting Co.) soon will blossom forth with a Washington headquarters. Kenneth H. Berkeley, general manager of WMAL, Blue Capital outlet, has been doubling in brass as interim Blue Washington director.

Dan Golenpaul, owner and originator of *Information Please* (NBC), is negotiating with Army officials to send the program overseas. It is understood that John Kieran, veteran "expert", will accompany the production. Whether other program regulars will go is undecided.

BMB TO USE BOROUGH, COUNTY BALLOTS IN NEW YORK CITY

AN EXCHANGE of letters between Craig Lawrence, executive vice-president of Cowles Broadcasting Co. and general manager of WHOM New York, and Hugh Feltis, BMB president, endeavors to clear up the point that the New York market problem is entirely different from any other situation encountered thus far by BMB in the rest of the country.

Mr. Lawrence suggested that in order to secure complete accuracy the usable ballot returns from each of the three economic groups should be in direct proportion to the population of each group in each of the five boroughs of New York City and other cities over 50,000 and that the usable ballot returns from each of the major foreign-born groups should be in direct proportion to those from the native-born group.

Replying, Mr. Feltis said the subject will be studied by the research group.

BMB HIRES BAILEY

GEORGE BAILEY, formerly with McGraw-Hill, New York, has been retained to assist Hugh Feltis, president, BMB. Mr. Bailey currently is engaged in locating space and equipment for the Bureau's proposed New York headquarters.

WFEA JOINS CBS

WFEA Manchester, N. H. (5,000 w, 1370 kc) will join CBS June 15 as a supplementary action with a nighttime hourly network rate of $100. Currently an outlet of NBC, it is also affiliated with the New England and Yankee regional networks.

BLUE OUTLINES NEWS POLICY

SIX RULES for commercial credit on Blue network newscasts are included in a statement of news policies sent Friday night by Mark Woods, president, to all Blue affiliates (see NBC story page 16).

Rules call for a definite pause between news and a commercial inserted in the body of a program; use of news as a "springboard" for commercials is not permitted; the commercial must be preceded by a statement distinguishing it from the news; "teaser" items implying that important news is being withheld for commercials are forbidden; middle commercials are not permitted on 5-minute news shows; on shows of 10 minutes or longer middle commercials may not break the continunity of thought, with the appropriate place of insertion of the commercial to be determined by the network.

DUPONT CITATIONS

HONORABLE citations for public interest programs were given WDSU New Orleans and KMA Shenandoah, Ia., in addition to the three major awards at the March 10 presentation of the Alfred I. duPont awards [BROADCASTING, March 12]. Leo J. Fitzpatrick, general manager of WJR Detroit, turned over his $1,000 cash award to the Red Cross. H. V. Kaltenborn, NBC commentator, is giving his $1,000 award to the American Assn. of Radio News Analysts. David H. Harris, program-production manager of WTAG Worcester, was given the $1,000 award won by his station. Additional awards were made to Mitzi Kornetz, publicity director, and Virginia Gaskell, script editor of WTAG.

Shifts

NOBLE FILES COUNTERCLAIMS

EDWARD J. NOBLE, chairman of the board, American Broadcasting Co. (Blue Network), has filed counterclaims for libel for $1,000,000 against Donald Flamm as part of an amended answer in the suit of Mr. Flamm against Mr. Noble for $2,925,000 damages in connection with the sale of WMCA New York by Mr. Flamm to Mr. Noble. Mr. Flamm charges coercion and illegal conspiracy between Mr. Noble and employes of Mr. Flamm to force the sale. Mr. Noble's counterclaims are based on press releases allegedly issued by Mr. Flamm.

CARL E. GEORGE, assistant manager of WGAR Cleveland, is en route to the Philippines as the station's war correspondent.

BILL SLOCUM Jr., CBS director of special events, and Douglas Edwards, news reporter for network, will leave shortly for Europe as CBS war correspondents. John Daly will replace Mr. Edwards on CBS news roundups.

JOHN G. PAINE, general manager of ASCAP, is taking shots preparatory to trip to England, where he will confer on postwar performance rights with British Performing Rights Society, its ASCAP. May visit France.

ARTHUR FELDMAN, Blue network correspondent in the Pacific for last eight months, arrived in New York Friday.

WELLS (Ted) CHURCH, assistant radio director for the Republican National Committee in the last Presidential election, has been appointed assistant director of public affairs and news broadcasts of CBS, New York, replacing Everett Holles. Latter has resigned to become news editor of WBBM, CBS-owned Chicago affiliate.

FCC ASKS PROGRAM, ECONOMICS CONFERENCE

ECONOMIC and program phases to be covered in the clear channel hearings, designated for May 9, will be discussed at 2:30 p.m. Wednesday (March 21) at a meeting of radio lawyers with members of the FCC Law Dept.

That decision was reached Friday at a conference between Commission engineers and representatives of industry, called by FCC Chief Engineer George P. Adair [BROADCASTING, March 12]. Rosel H. Hyde, FCC assistant general counsel in charge of broadcasting, and Harry M. Plotkin, chief of the litigation section, agreed to the conference after Louis G. Caldwell, representing the Clear Channel Broadcasting Service, and Paul D. P. Spearman, counsel for the Regional Broadcasters Committee, pressed for issues other than technical to be considered by the Commission.

Four joint Government-industry committees were set up to conduct investigations and report findings. They are:

Committee 1, to determine what constitutes a satisfactory signal—E. W. Allen Jr., FCC, chairman; William B. Lodge, CBS; Raymond Guy, NBC; John Barron, G. F. Leydorf, Philip Merryman, George C. Davis, RTPB Panel 4.

Committee 2, to determine what constitutes objectionable interference—C. H. Owen, FCC, chairman; T. A. M. Craven, Paul D. P. Spearman, G. W. Pickard, Regional Broadcasters; Lynn Smeby, George C. Davis, Grant Wrathall, RTPB Panel 4.

Committee 3, to determine distances at which and areas over which various signal strengths are delivered—Dr. L. P. Wheeler, FCC, chairman; E. K. Vandivere Jr., FCC, alternate; J. W. Wright, CBS; W. S. Duttera, NBC; Stuart Bailey, Frank H. McIntosh, A. Earl Cullum Jr., RTPB Panel 4.

Committee 4, to study population intensity and determine upon postcard surveys—D. W. Smyth, FCC, chairman; Paul D. P. Spearman, Regional Broadcasters; Philip Merryman, NBC; Paul F. Peter, NAB; Howard Frazier, RTPB Panel 4.

Representatives of the Clear Channel Broadcasting Service and others from the Regional group were to be named later. All committees met Friday afternoon to discuss potential agendas.

BMB SIGNS 77% AT CHARLOTTE

SEVENTEEN of the stations attending the NAB 4th District (Southern Section) conference in Charlotte Friday signed for participation in BMB. Figure represented 77% of stations registered. These signed: WISE WBBB WAYS WSOC WDNC WGNC WBIG WGBG WMFR WHIT WRAL WCBT WEEB WRRF WMFD WGBR WGTC WTMA WORD. Previously signed in the area were WWNC WPTF WSJS WIS. (See earlier story page 80.)

WCLS TRANSFER ASKED

APPLICATION was filed with the FCC last week for transfer of control of WCLS Joliet, Ill. from Walter Ashe, majority owner, through sale for $8,670 of his 51% interest (50 shares) in the local outlet to other individuals in the licensee corporation.

FALKNOR RETURNS TO KMOX

LT. COL. FRANK B. FALKNOR, just returned from 15 months active service in CBI area of operations, assumes his duties as general manager of KMOX, CBS-owned outlet in St. Louis, today (March 19). He also is chief engineer of the CBS central division.

ROGER W. CLIPP, President of WFIL Philadelphia, has appointed Malcolm MacPherson, former Public Relations Director of the Ralph H. Jones Co., Cincinnati, as promotion head.

"INDIRECT SELLING" began like this—

"WHY advertise something the consumer can't buy?" asked advertising men in 1914 when The American Rolling Mill Co. began this famous campaign. Originally designed to convince consumers that products made of ARMCO Ingot Iron were of superior quality, the campaign had far-reaching effects. It gave consumers a deeper understanding of merchandise, and this stimulated the demand for better things. It killed the even then dying principle of "caveat emptor", and placed on manufacturers the burden of supplying superior goods. It helped make our America a better place in which to live—and a safer place in which to buy.

ARMCO IRON
Enameled Products
EVERYTHING she sees fills her with delight—the exquisite finish of the enameled stove, refrigerator, and kitchen cabinet, the finely polished table-tops. "I never dreamed that enameled articles could be so smooth and perfect," she keeps telling her friends.
The reason is that Armco (American Ingot) Iron—the metal beneath the enameling—is the purest iron made, the most carefully manufactured.
It is remarkably free from seams, scars, cracks, spots, pin-holes, and other defects common to ordinary sheet metal which show through and spoil enameled surfaces.
You have seen and even owned enameled articles which became of the inferiority of the metal underneath showed ugly spots, rough places, and other blemishes. For that reason, the smooth, beautiful enameled surfaces made possible by Armco Iron are a revelation.
We wish that you could visit our mills and see what infinite pains and patience it takes to make Armco Iron perfect for enameling purposes. You would behold the impurities burned out of the molten mass of iron at heats so tremendous they would set you wondering how the furnace walls could keep from melting before your eyes. In every department you would see expert chemists and inspectors testing Armco Iron over and over again—and turning back every piece that showed the slightest defect.
Armco Iron Enamel products are by no means confined to the household. Special enameled equipment has been devised for hospital use. There are also Armco Iron enameled medicine-chests, closet-tanks, switch-plates, and other electrical fixtures, billiard-tables, barbers' chairs, advertising signs, thermometer faces, and many other enameled products.
Many manufacturers tell us they have reduced their losses 50% to 75% by using Armco Iron for enameling. And metal conservation is one of the most important movements of the present day.
More than 75 prominent stove manufacturers employ Armco Iron. Many of them use it for the enameled parts. It is also used exclusively by leading manufacturers of enameled refrigerators, kitchen cabinets, table-tops. The Grand Rapids Refrigerator Co. of Grand Rapids, Mich., make their well-known Leonard Cleanable Refrigerator on a base of Armco Iron. The Porcelain Enamel Mfg. Co. of Baltimore are large makers of Armco Iron enameled signs and other specialties.
We'll send you names and addresses of other reliable manufacturers.
Write for Armco Iron literature applied to your needs. Ask for the advice of our specialists in sheet and plate metal service.
THE AMERICAN ROLLING MILL COMPANY, Dept. 905, Middletown, Ohio
FOOD keeps the soldiers going as shells keep the guns going. You can't make the shells, but you can save the food. Do your bit.
AMERICAN ARMCO
ARMCO IRON Resists Rust

In the DISTRIBUTION DECADE

Advertising Must Again Stimulate Desires For Better Goods

To prevent economic depression, leading authorities agree that after Victory, we must consume, as a Nation, at least 40% more industrial production than in our greatest pre-war year. This means that we must establish higher living standards, and it will be Advertising's obligation to do this.

For production itself will be no problem. Manpower, money, materials and manufacturing facilities will be ample, DISTRIBUTION will be our "soft spot." That, too, presents an Advertising opportunity. Advertising must not only create desires for more and better merchandise, it must find ways to move merchandise quickly, economically, efficiently from factory to store to home.

In agencies everywhere, alert Advertising men are planning today to solve the problems of the Distribution Decade to come. Here at The Nation's Station we too are busy. When the time comes, we will have much of interest to show you about the great 4-State market that is WLW-land.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION